

## **Food Ingredients Trade Mission to South America**

The Nevada Commission on Economic Development and the Washington Department of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity: Food Ingredients Trade Mission to Colombia and Peru. During the mission companies will have individual meetings with the most important food manufacturers and processors in these countries. In Colombia, we will meet food processors in three different cities. This will be an excellent opportunity for companies to participate in the growing South American Food Ingredients market. Companies with ingredients applicable to the foodservice sector are also invited.

For more information please see the [Food Ingredient Registration Form](#) or contact Alan Di Stefano at the Nevada Commission on Economic Development at (775) 687-4325 or by e-mail at: [ccintl@bizopp.state.nv.us](mailto:ccintl@bizopp.state.nv.us) or Jon Sonen at the Washington Department of Agriculture at (509) 457-7137 or by e-mail at: [jsonen@agr.wa.gov](mailto:jsonen@agr.wa.gov).



4601 NE 77<sup>th</sup> Ave, Ste 120  
 Vancouver, WA 98662 USA  
[www.wusata.org](http://www.wusata.org)

**STATE MEMBERS:**

Alaska Dept. of  
 Natural Resources

Arizona Dept. of Agriculture

California Dept. of Food &  
 Agriculture

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

Nevada Committee on  
 Economic Development

New Mexico Dept. of  
 Agriculture

Oregon Dept. of Agriculture

Utah Dept. of Agriculture &  
 Food

Washington State Dept. of  
 Agriculture

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at [ann@wusata.org](mailto:ann@wusata.org) for further details. Phone: (360) 693-3373.

# Food Ingredients Trade Mission to South America

August 20-24, 2007

Colombia (Medellin, Bogota, Cali) and Peru (Lima)

Benefits from participating in the activity:

Increase your export sales to some of the best ingredient and foodservice markets in all of Latin America;

- *Colombia is the largest U.S. food export market in South America, exceeding even Brazil, with 36% of exports being ingredient products. Ingredient shipments increased 21% in 2006*
- *U.S. food exports to Peru increased 40% last year and ingredients make up 38% of these exports*
- *The U.S. has a Free Trade Agreement with Peru and is negotiating one with Colombia, lowering the tariffs on food products*

The Nevada Commission on Economic Development and the Washington Department of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

Food Ingredients Trade Mission to Colombia and Peru. During the mission companies will have individual meetings with the most important food manufacturers and processors in these countries. In Colombia, we will meet food processors in three different cities.

This will be an excellent opportunity for companies to participate in the growing South American Food Ingredients market. *Companies with ingredients applicable to the foodservice sector are also invited.*

A \$995.00 non-refundable participation fee includes: reimbursement of coach airfare and hotels for 6 nights, ground transportation, and individual meetings in each country (interpreters provided). Space is limited to **ten** companies and no more than one representative per company can attend.

Suitable products include, but are not limited to:

• Soy & Protein isolates, whey proteins; HVP's	• Fruit pulp, frozen vegetables, dried fruits, cherries, nuts
• Starches (modified and potato)	• non-caloric sweeteners and sugar alcohols
• Sauce bases, granola mixes	• tomato paste/powder

*Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Please contact Alan Di Stefano at the Nevada Commission on Economic Development at (775) 687-4325 or by e-mail at: [ccintl@bizopp.state.nv.us](mailto:ccintl@bizopp.state.nv.us) or Jon Sonen at the Washington Department of Agriculture at (509) 457-7137 or by e-mail at: [jsonen@agr.wa.gov](mailto:jsonen@agr.wa.gov)

**If you are interested in registering for this activity, please complete and return the attached reservation form by:**

**June 20, 2007**



4601 NE 77<sup>th</sup> Ave, Ste 120  
Vancouver, WA 98662 USA  
www.wusata.org

**STATE MEMBERS:**

*Alaska Dept. of  
Natural Resources*

*Arizona Dept. of Agriculture*

*California Dept. of Food &  
Agriculture*

*Colorado Dept. of Agriculture*

*Hawaii Dept. of Agriculture*

*Idaho Dept. of Agriculture*

*Montana Dept. of Agriculture*

*Nevada Committee on  
Economic Development*

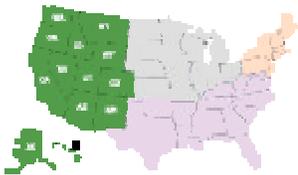
*New Mexico Dept. of  
Agriculture*

*Oregon Dept. of Agriculture*

*Utah Dept. of Agriculture &  
Food*

*Washington State Dept. of  
Agriculture*

*Wyoming Business Council*



WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at (360) 693-3373.

# Activity Registration Form

Trade Mission to Colombia and Peru

August 20-24, 2007

Medellin, Bogota and Cali, Colombia; Lima, Peru

## COMPANY INFORMATION:

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** ( ) \_\_\_\_\_ **Fax:** ( ) \_\_\_\_\_

**E-mail:** \_\_\_\_\_ **Web site:** \_\_\_\_\_

## PRODUCT INFORMATION:

**Product Description:** \_\_\_\_\_

## ACTIVITY INFORMATION:

Please make your \$995.00 check payable to WUSATA and send to the address listed below. This fee is non-refundable (subject to conditions below) and non-reimbursable and will cover:

- Round-trip coach airfare to South America (**U.S. carrier required**) including intra-South America flights (we will recommend specific flights within South America); maximum amount of airfare reimbursement is \$1,500.00
- Six nights lodging in 4 or 5 star hotels (U.S. Embassy rates)
- Individual meetings with buyers from food processing companies in four cities (interpreters provided)
- Group ground transportation in each city

**Please note:** As a participant in this activity, you will be asked to fill out a **Company Evaluation form** and a **follow-up evaluation at 6 months**. All information gathered will remain **confidential** and will only be used in aggregate form.

## RESERVATION DEADLINE: June 20, 2007

Return the completed Activity Registration Form by **FAX** to: **(360) 693-3464**

## PAYMENT INFORMATION:

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:

**4601 NE 77<sup>th</sup> Avenue, Suite 120, Vancouver WA 98662**

**Authorized Signature:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_