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Colorado Department of Agriculture Leads Back to Back Successful Trade Missions

LAKEWOOD, Colo. – Colorado food products were recently showcased to buyers worldwide at the Natural Products Expo West trade show in Anaheim, Calif. and at the ANTAD trade show in Guadalajara, Mexico.

“These activities help Colorado companies expand their markets around the globe,” said John Addison, International Marketing Specialist for the Colorado Department of Agriculture. “Our goal is to help businesses identify new markets and to create opportunities for them to network with potential buyers.”

Colorado, in conjunction with partnering states, invited more than 25 buyers from Canada, Mexico, Europe, Japan and Taiwan to meet with 41 companies, nine of which were from Colorado. The more than 700 one-to-one meetings were held at the Natural Products Expo West trade show, which caters to the healthy and natural food products industry.

Directly following Expo West, the Colorado Department of Agriculture (CDA) led a trade mission to Guadalajara, Mexico to take part in the ANTAD trade show, which is Mexico's

largest retailer food show. Nine Colorado companies representing potatoes, corn, onions, beans, lamb and eggs participated in the Colorado pavilion at the show.

“Colorado’s healthy food image along with our ideal location, make Mexico and Colorado perfect partners,” said Bob Beyer, General Manager for Producers Co-Op in Olathe, Colo., and ANTAD exhibitor. “ANTAD provided a great opportunity to develop relationships with buyers and help us get started exporting to Mexico.”

Colorado agricultural exports continue to grow, nearly doubling since 2009. Mexico is Colorado’s second largest agricultural export market. Colorado’s exports to Mexico grew at a modest 4% last year but are already up 35% in the first quarter for this year.

International marketing specialists at CDA have more activities planned throughout the year. Companies who want to start exporting or would like to expand their global markets are encouraged to visit www.coloradoagriculture.com or call (303) 239-4100 to speak to Tim Larsen or John Addison.

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