



Western United States Agricultural Trade Association

Your Gateway to Global Growth

Make the World Your Customer

What Is WUSATA?



Non-Profit Trade Association



Funded by the USDA's Foreign
Agricultural Service



Global Network of Resources



40+ Years of Exporting Focus



Mission & Vision

Mission:

Our Mission is to increase International growth of western agribusinesses by providing financial support, export readiness, and business development services.

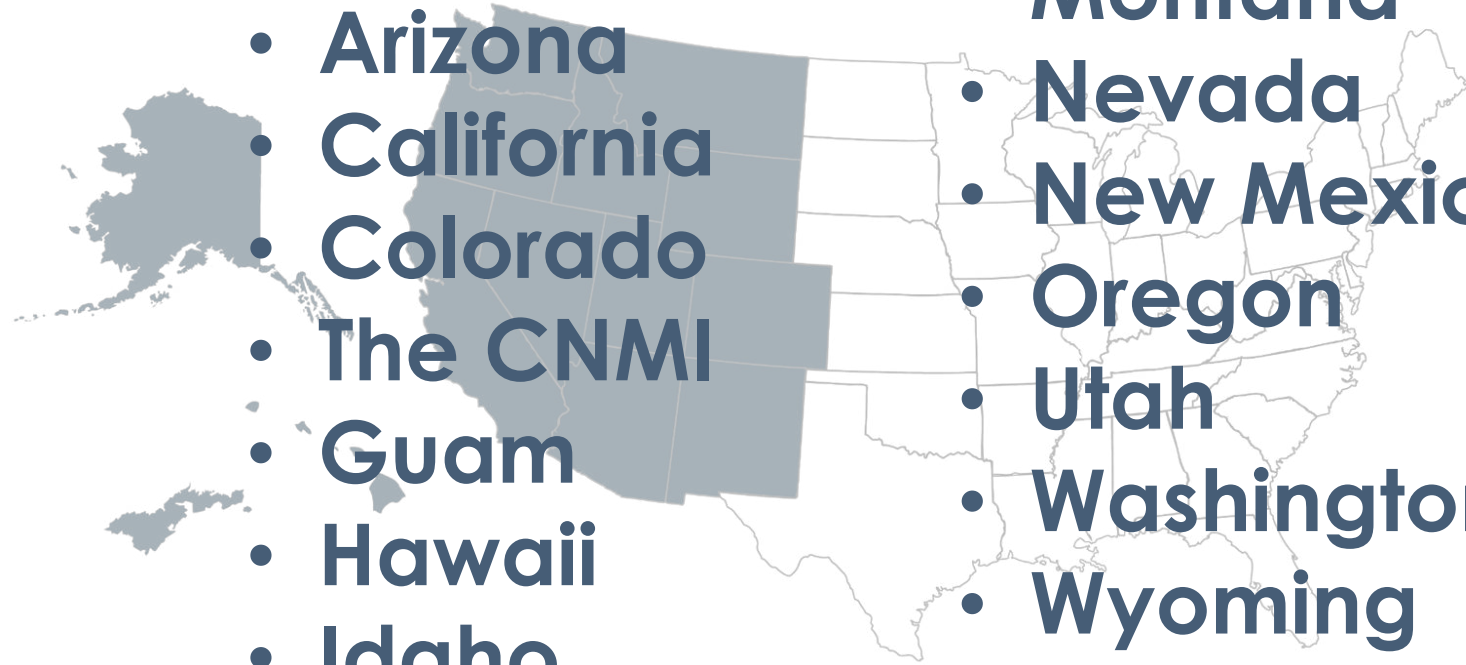
Vision 2035:

Western Agribusinesses Thrive in World Markets



Our Members

- Alaska
- Arizona
- California
- Colorado
- The CNMI
- Guam
- Hawaii
- Idaho
- Montana
- Nevada
- New Mexico
- Oregon
- Utah
- Washington
- Wyoming





Do you Qualify?

- ✓ Headquartered in the Western U.S Region
- ✓ Small to Medium Agribusiness
- ✓ Products are at least 50% U.S. Grown



THE WUSATA BLUEPRINT

LEARN, CONNECT, COMPETE

- Our process is designed to meet you at any stage of your export journey
- Designed to help you identify markets, connect with buyers, and promote your brand worldwide





Export Education



Export Education

Market Intelligence Reports and Webinars

Intelligence reports detail **new consumer patterns, regulations changes, relevant news updates**, and more!

[Market Intelligence Reports](#) – Updated Monthly

Find 2025 & 2024 [General Export and Market Specific Webinars](#) on our website!



Africa, ASEAN, China, Canada, India, Japan, Korea, Latin America, Taiwan



2026 MONTHLY PROGRAM UPDATE

Western United States Agricultural Trade Association
4400 NE 77th Ave, Suite 275
Vancouver, WA, 98662-6739, USA

TRUST • SERVICE • INTEGRITY • EXCELLENCE • ACCOUNTABILITY

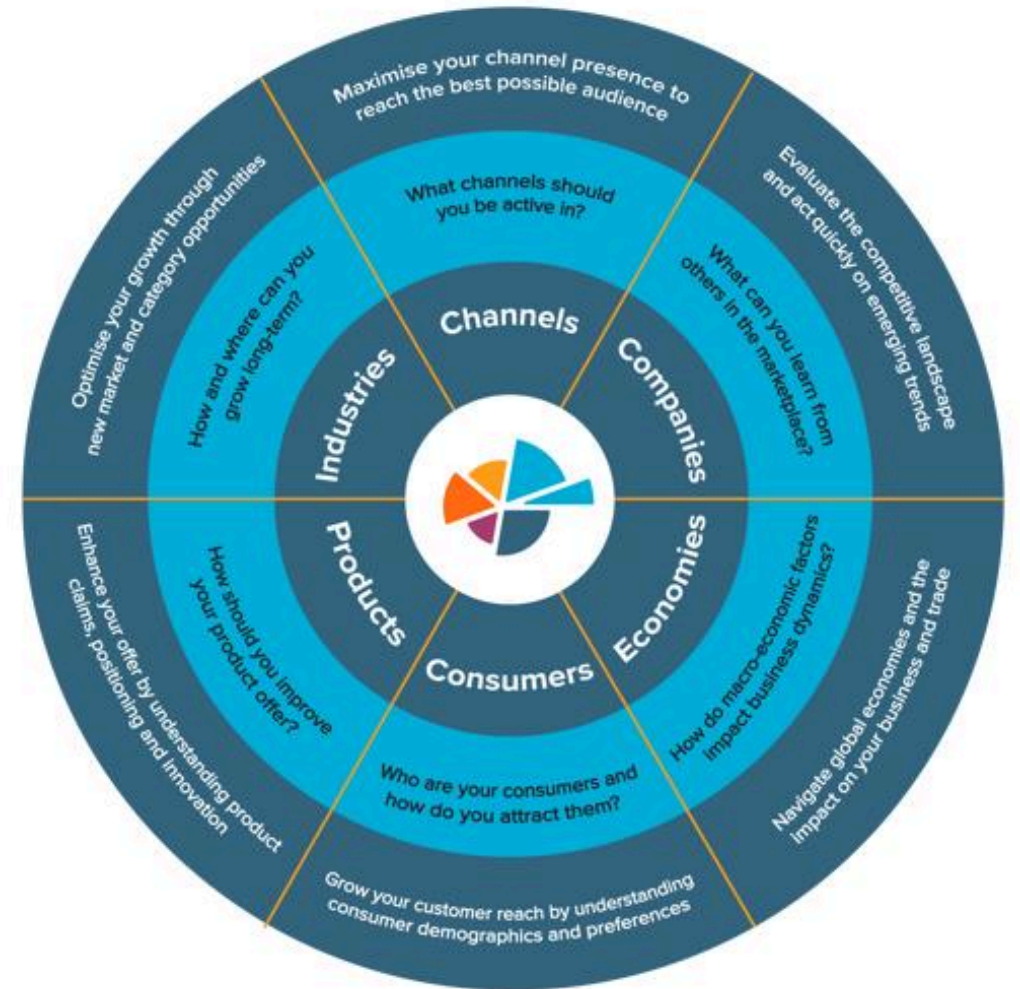
Date:	1/27/2026	Country/Region:	Southern Africa
Market Intelligence			
Southern Africa Walnuts by Country			
<p>Walnuts in Southern Africa are widely used for baking, cooking, salads, gourmet dishes and snacking. The local cultivation of walnuts in Southern Africa is low. However, the walnut market in the region is gradually growing, influenced by factors such as changing consumer preferences, increased online shopping, and the rising popularity of healthy snacks. The is significantly enhanced by fluctuating global commodity prices, consumer spending patterns, and favorable trade agreements significantly improves the Southern African walnut market. Conversely, inflation and currency volatility reduce consumer purchasing power and dampen market growth. Southern Africa exported a total of \$575,165 of walnuts in 2023, when 50.12% of which 50.12% were shelled. Angola and Malawi were significant players in the region's walnut export market, even though their combined exports represented 0.69% of the region's exports. The region imported \$755,848 of walnuts in 2023, which were 95.12% shelled. Angola is the second largest importer in the region, representing 14.50% of the walnut imports. Lesotho represented 7.21% of the region's importers.</p>			
Angola			
<p>Angola exported a total of \$2,290 worth of walnuts in 2023, all of which were shelled. The country was the second largest exporter of walnuts. In the same year, the country imported \$109,600 of walnuts, which are 88.78% shelled. Angola imported 83.9% of its unshelled walnuts and 88.1% of shelled walnuts from Portugal. The country exported 94.4% of its shelled walnuts to other countries within Southern Africa. Walnut production is generally low in Angola, and the market for this product is low with mild growth. The growing awareness of health eating habits leads to a higher market</p>			

Export Education

Euromonitor – Custom Data

**Provides Data from over 100 Different Countries
Can be filtered by Commodity**

- Identify trends, assess competitors and make informed decisions
- Data on economic conditions, consumer behavior, and market potential
- Access complete market overviews detailing population, demographics, purchase trends, retail trends, and more!





Global Connect





International Trade Shows

In Partnership with the State Departments of Agriculture
Booths through WUSATA can include discounted booth rates,
language interpreters, coordinated buyer meetings, and much more!

Join us at:

- **Gulfood (UAE)**
- **ANUGA (Germany)**
- **FoodEx (Japan)**
- **Food Taipei (Taiwan)**
- **SIAL Paris**
- **SIAL China**
- **& More!**



See Our [Events Page](#) for Upcoming Events



Inbound Trade Missions

In Partnership with the State Departments of Agriculture
Our contractors from around the globe identify potential buyers and bring them to a city near you!

- Cost Effective!
- Perfect for New Market Exposure and First Time Exporters
- Buyers can visit your facilities, farms, etc., to better enhance your buyer relationships
- Engage in business-to-business meetings and networking events



Outbound Trade Missions

In Partnership with the State Departments of Agriculture
Experience foreign markets and meet vetted potential buyers

- Engage in business-to-business meetings and networking events in foreign countries
- Site visits to grocery stores, restaurants, and facilities to enhance market understanding and buyer relationships
- Project managers directly available for event preparations
- Outbound Mission fees are now FundMatch eligible!





FundMatch



FundMatch

FundMatch provides a 50% cost reimbursement on eligible domestic and international marketing expenses



2024 AVERAGE

ROI

214: 1

Reimbursement Amounts

Annual Reimbursement Amounts

\$2,500 - \$750,000*

*Beginning in 2026, companies may receive \$750k in annual reimbursements across all funding sources, subject to fund availability

Applicants with 1+ Years in FundMatch

Request between \$2,500 and \$750,000

First Year Applicants

Request between \$2,500 and \$50,000



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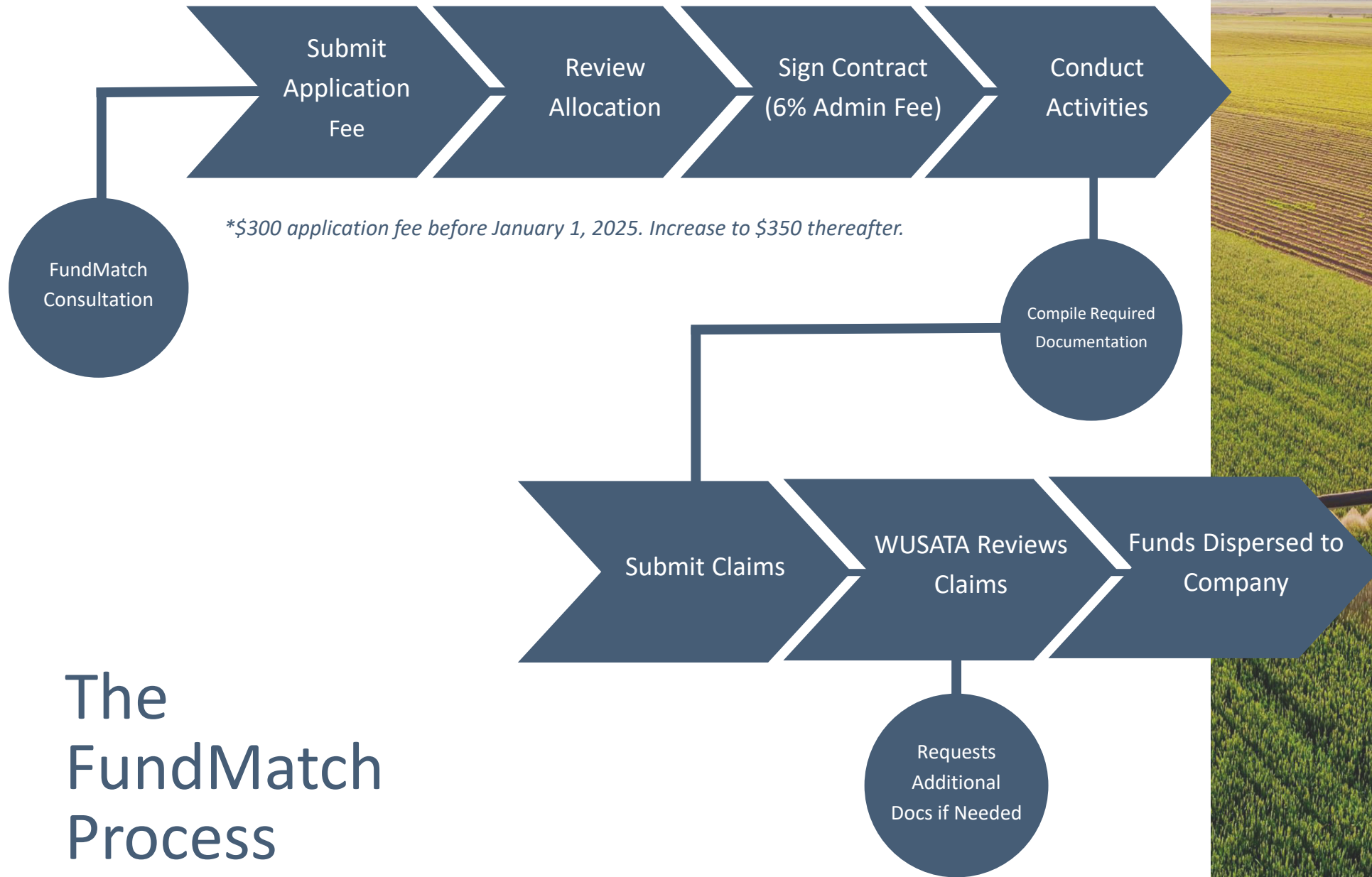




Eligibility

- Headquartered in the WUSATA Region
- Small – medium size company in accordance with SBA guidelines
- U.S. Business entity, legally licensed and operating for at least one year
- Meet all product and packaging requirements
 - Products are at least 50% U.S. grown by weight
 - Farmed, fished or forested
 - Clearly labeled as a product of the USA (international markets only)





The FundMatch Process



Pre-Approved Domestic Trade Shows

- BrewExpo America
- Dairy Deli Bakery Show
- Duty Free Show of the Americas
- NASFT/Fancy Food Show
- National Association of Convenience Stores (NACS)
- **Natural Products Exposition West**
- Newtopia Now (formerly Natural Products Expo East)
- Seafood Expo North America
- Global Produce & Floral Show
- Snack Food Association (SNAXPO)
- SupplySide West
- & more!

The domestic trade shows list is approved
by Foreign Agricultural Service (FAS).
Additional shows will not be added.



Pre-Approved Domestic Trade Show Expenses

Domestic Trade Shows

- Exhibition fees/booth space rental
- Booth insurance expenses
- Rental of temporary booth displays
- Exhibitor's guide/directory listing and advertisement with valid U.S. origin statement
- Uniforms that promote the brand name and valid U.S. origin statement:
 - Aprons, t-shirts, caps, etc.
 - Product showcase
 - Lead Retrieval

Freight:

- Shipping samples, materials, and equipment to and from an eligible promotional activity
- Management/supervision fees

Temporary labor wages:

- Demonstrators
- Chefs
- Interpreters, Translators
- Host/hostess
- Booth design
- Booth construction/set up

Demonstration supplies:

- Disposable cups, spoons, napkins, etc.
- Food purchased to enhance your product
- Equipment rentals – rental of hotplates, toasters, etc.



International Expenses

- Advertising
- Website Production
- Freight/Shipping
- Giveaways
- In-Store Demo's
- In-store Display
- International Trade Seminars
- International Trade Shows
- Outbound Trade Missions
- International Travel
- Virtual Promo Events
- Label/Packaging Modifications
- Printed Sales Materials
- Translation
- Uniforms
- Wages for Temp Labor



United States Origin Statement

U.S. Origin Statements	Eligible	Ineligible
Product of the USA or Product of America	✓	
Grown in the USA or Grown in America	✓	
Made in the USA or Made in America	✓	
Product of California, Grown in Washington, Made in Utah (State or U.S. territory must be spelled out in its entirety)	✓	
Wine of California, "Bottled by", "Produced in", "Vinted by", (Wine or spirits only)	✓	
Seals and logos with state name or U.S. agency, American flag, or USA Pavilion Sign		✗
Brand names with U.S., America, and/or State (e.g., Texas Style Chili, Bob's American Pizza)		✗
Physical address line that includes state's name and USA		✗
"Distributed by" "Manufactured in" "Handcrafted by," "Packed in," "Imported From," "Origin From," "Produced in", "Bottled by"		✗
Product of CA, Grown in OR, Made in MT		✗
Company name includes a geographic origin statement (e.g., Florida Orange Juice, Fancy Washington Apples)		✗





The Claims Process

Claim Submission

- Submit reimbursement claim within **60 days** after activity completion

WUSATA Review

- WUSATA reviews claims in the order they are received. Processing times may vary depending on the complexity of each claim and the overall volume being handled at the time.

Feedback

- Companies have 15 days to provide additional documentation, or claim will be processed as is.

Payment

- Processing time varies; payment is usually received within 2-3 weeks once claim is approved





Required Documentation

INVOICES

- Date
- Name, Address, contact info of vendor
- All itemized charges
- Name of payer & company contact info
- Translation needed for invoices in a foreign language

PROOF OF PAYMENT

- Credit Card/ Bank Statement
- Wire Transfer
- Check
- Credit/Debit Memo
- Cash Receipt

PROOF OF ACTIVITY

- Varies depending on activity
- All activities must display brand name & valid U.S. origin statement (international only).



Tips for Success



ENGAGEMENT EXECUTIVES

We are here to help you navigate WUSATA programs! Consultations and guidance is readily available.



READ THE FUNDMATCH GUIDE

Found on our website under FundMatch



REVIEW EXAMPLE CLAIMS & TUTORIALS

Found on our website under FundMatch



THANK YOU!



wusata.org



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