



4601 NE 77th Ave, Ste 240
Vancouver, WA 98662 USA
www.wusata.org

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Arizona Dept. of Agriculture

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Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

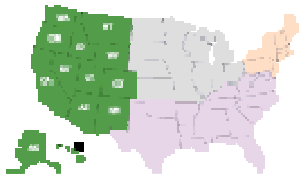
*New Mexico Dept. of
Agriculture*

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 for further details. Phone: (360) 693-3373.

India Retail Inbound Buying Mission

August 9 - 13, 2010
Southern California and Oregon

Benefits from participating in the activity:

- Increase awareness and visibility of U.S. products
- Meet one-on-one with foreign importers/distributors
- Expand foreign market sales

The California and Oregon Departments of Agriculture, in cooperation with WUSATA, are coordinating participation in the following activity:

India Retail Inbound Buying Mission

August 9 - 11, 2010 - Southern, California
August 12 - 13, 2010 - Oregon

This will be an excellent opportunity for companies to participate in the growing India market.

With its one billion plus population, the Indian market presents lucrative and diverse opportunities for U.S. food companies. India is currently the 15th largest export destination for WUSATA companies. U.S. exports into India grew from \$489 million in 2008 to \$690 million in 2009, representing a 29 percent increase over the previous year. For the past five years U.S. exports to India have risen at an average rate of 21 percent despite a global recession.

Many indicators depict abundant opportunity for growth in the Indian market, an increasing average income, a growing retail and a more quality conscious consumer.

Participating companies are encouraged to be export ready, bring samples and product list, and be prepared to discuss pricing.

Suitable products include, but are not limited to:

- ✓ Beverages-fruit juice
- ✓ Processed fruits/vegetables
- ✓ Grocery items
- ✓ Specialty items
- ✓ Fresh fruits/vegetables
- ✓ Snack foods

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

Please contact:

Alicia Rios
Center for International Trade Deve.
Phone: (559) 324-6401
Email: alicia.rios@scccd.edu

Amanda Welker
Oregon Department of Agriculture
Phone: (503) 872-6600
Email: awelker@oda.state.or.us

If you are interested in registering for this activity, please complete and return the attached reservation form by: **August 4, 2010.**



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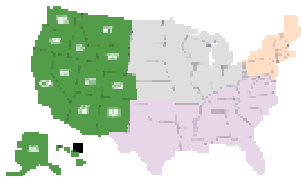
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Activity Registration Form

India Retail Inbound Buying Mission

August 9-13, 2010

Southern California and Oregon

COMPANY INFORMATION:

Company Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax: (____) _____

E-mail: _____ Web site: _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

Meeting opportunities will be available at the following locations.
(Check one location)

Southern California – Alicia Rios (559) 324-6401

- Los Angeles, CA August 9, 2010 Tabletop Meetings
- Southern, CA August 10, 2010 Facility Visits Available
- Southern, CA August 11, 2010 Facility Visits Available

Oregon – Amanda Welker (503) 872-6600

- Oregon August 12, 2010
- Oregon August 13, 2010

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: **August 4, 2010**

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

PAYMENT INFORMATION: *There is no cost to participate in this activity!*

Authorized Signature: _____

Printed Name: _____

Date: _____