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DNR joins agriculture trade association for export seminars

(Vancouver, WA) – The Department of Natural Resources, Division of Agriculture is joining with the Western United States Agricultural Trade Association (WUSATA) to present seminars on food and agricultural exporting in Fairbanks, Homer and Anchorage on July 23, 24 and 25, respectively.

WUSATA is a non-profit trade association for 13 western state agricultural offices. It receives funding from the U.S. Department of Agriculture's Market Access Program, and has a mission to help members and agribusinesses develop and enhance international markets for U.S. food and agricultural products.

The seminars are part of that effort, and seek to help both veteran exporters and those beginning to consider international markets for their agricultural products understand and take advantage of WUSATA's services and assistance.

Alaskan growers whose food, beverage, or agriculturally based products contain at least 50 percent U.S.-grown content by weight can take advantage of WUSATA's programs:

- Export Education brings participants up to speed on the benefits and opportunities of exporting, and delivers valuable market research and timely consumer insights through webinars and seminars throughout the year. <https://www.wusata.org/whatwedo/exporteducation/>
- Global Connect offers opportunities to explore export markets. Participants expand global distribution by meeting with qualified international buyers at turnkey and discounted buying missions, international trade shows and other market access activities. <https://www.wusata.org/whatwedo/globalconnectprogram/>
- FundMatch helps qualifying companies compete in international markets by reimbursing 50 percent of the cost of eligible marketing and promotional activities, to help participants effectively double their marketing budgets. <https://www.wusata.org/whatwedo/fundmatchprogram/guide/>

To register, participants must sign up for a free myWUSATA account at <https://www.wusata.org/mywusata/signin/> and pay a \$20 seminar fee, by July 15.

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