WUSATA SEMINARS

NORTHERN CALIFORNIA FUNDMATCH WORKSHOP & ROADSHOW

Tuesday, Sep 23 - Thursday, Sep 25, 2025
Registration: Tuesday, Jul 15 - Thursday, Sep 25, 2025
Northern California | United States of America | North America

https://wusata.avibe-stag.com/e/NorCalRoadShow

EVENT DETAILS

Combine strategy and funding to maximize your export success!

September 23–25, 2025 | Oakland • Salinas • Fresno

Event Hours: 10:00 AM - 4:00 PM

The Western U.S. Agricultural Trade Association (WUSATA) is bringing its popular **FundMatch Roadshow** back to Northern California! Learn how to unlock **50% cost reimbursement** (up to **$300,000/year**) for your international marketing efforts including trade shows, packaging, digital advertising, and more. Work directly with export consultants and WUSATA specialists to build a tailored strategy that combines expert insight with FundMatch resources to elevate your global reach and accelerate business growth.
Presented by WUSATA, in partnership with the **California Department of Food and Agriculture (CDFA)**

Locations & Dates - Specific dates and venues for each city will be announced soon

FundMatch Deep Dive & Personalized Meeting

Led by Senior Engagement Executive **Hayden Romig**, this session includes:

- A personalized discussion of your marketing plans, product information, and international marketing strategies.
- A detailed walkthrough of the FundMatch Program, covering:
  - Eligibility and enrollment
  - Application process
  - Claims, documentation, and reimbursement timelines
  - Examples of eligible international marketing activities companies leverage for growth

Export Consultant Presentation & Expert Consultations

Led by **Chelsea Hamati**, Senior Advisor, TradeMoves LLC:

- "Managing Global Trade Disruptions: Tools/Strategies for Success" Presentation
- Limited one-on-one consultations with export specialists
- Guidance on navigating trade barriers and tariffs
- Support with budgeting, documentation, and market entry tactics

And other industry partner presentations & meetings to come! Stay tuned.

September 23 - Oakland (OCC Conference Center; Paramount Room)

September 24 - Salinas (Monterey County Farm Bureau)

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Livestock Feed and Nutrition | Natural/Health | Nursery | Nutraceutical | Organic | Produce | Pet Food and Products | Retail Products | Seafood | Specialty Beverage

September 25 - Fresno (Courtyard by Mariott Fresno Clovis)

Registration

$25 per person (Lunch Included) Seats are limited

Don’t have a WUSATA account? **Sign up here to register** Select Attending Webinar/Seminar for the Quick Basic Sign-Up!