

WUSATA SEMINARS

CALIFORNIA FUNDMATCH CONSULTATIONS

Tuesday, Aug 25 - Thursday, Aug 27, 2026
Registration: Monday, Dec 8, 2025 - Friday, Aug 28, 2026
📍 California | United States of America

REGISTER NOW!

<https://wusata.avibe-stag.com/e/X2LUA0J>

EVENT DETAILS

August 24–28, 2026 | • Los Angeles • San Diego / Imperial Valley

The Western U.S. Agricultural Trade Association (WUSATA) is bringing its popular **FundMatch Roadshow** back to California! Join us to learn how to access **50% cost reimbursement (up to \$300,000 per year)** for international marketing activities & including trade shows, packaging, digital advertising, and more.

During this in-person event, you'll meet one-on-one with **export contractors and WUSATA specialists** to evaluate your exporting goals and build a tailored strategy that pairs expert guidance with FundMatch resources to help you grow globally.

Presented by WUSATA, in partnership with the **California Department of Food and Agriculture (CDFA)**.

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

- A personalized review of your marketing plans, product lineup, and international growth objectives
- A step-by-step overview of the FundMatch Program, including:
 - Eligibility and enrollment
 - Application process
 - Claims, documentation, and reimbursement timelines
 - Examples of eligible international marketing activities used by successful exporters
- Additional presentations and industry partner meetings to be announced & stay tuned!

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



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	