

WUSATA SEMINARS

FUNDMATCH CONSULTATIONS — HUMBOLDT COUNTY, CA

Tuesday, Jul 28 - Wednesday, Jul 29, 2026
Registration: Friday, May 29 - Monday, Jul 27, 2026
📍 Start-Up Humboldt 876 7th Ave. Arcata, CA | United States of America

REGISTER NOW!

<https://wusata.avibe-stag.com/e/AOFTCQ7>

EVENT DETAILS

About This Event

The Western U.S. Agricultural Trade Association (WUSATA) is coming to Humboldt County for two days of exclusive in-person consultations designed for small and medium-sized food and agricultural businesses ready to expand into international markets.

Join us for a personalized one-on-one consultation to learn how WUSATA's FundMatch Program can help you access **50% cost reimbursement up to \$750,000 per year** for a wide range of international marketing activities and get tailored guidance on how to start putting those funds to work for your brand.

FundMatch applications for the 2027 program year go live August 1, 2026, these consultations are your chance to get ahead before the new program year begins.

Event Schedule

Monday, July 28 One-on-One FundMatch Consultations

Start-Up Humboldt | 876 7th Ave., Arcata, CA

Tuesday, July 29 On-Site One-on-One FundMatch Consultations

We come to you consultations held at your place of business.

What You'll Cover

Your consultation includes:

- An overview of WUSATA's Trade Mission activities and how to participate
- An introduction to the FundMatch Program, including eligible activities such as:
 - Travel costs for international trade shows and trade missions
 - Domestic trade shows with significant international buyer attendance (Expo West, Winter Fancy Food Show, Summer Fancy Food Show, IDDBA, and more)
 - Advertising and digital marketing
 - In-store demonstrations and promotional events
 - Label and packaging modifications
 - And more
- How to enroll, apply, and maximize your reimbursements

New to WUSATA?

Create a free account before attending. Sign up at



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	

wusata.org/mywusata select "Attending Webinar/Seminar" for the Quick Basic Sign-Up.