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

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 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

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 wusata.org/mywusata 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