WUSATA
Western United States Agricultural Trade Association



2027 Events Calendar

Trade Show | Virtual Trade Event | Promotion | Outbound Trade Mission | Inbound Trade Mission

EVENT	DATE	FOCUS	LOCATION
AFRICA			
Seafood Outbound Mission to Morocco	Mar 1	Seafood	Morocco
Africa Buyer Mission to Gulfood	Mar 15 - Mar 19	Consumer Oriented	Dubai, United Arab Emirates
WUSATA Pavilion at Gulfood360 Africa	May 1 - May 7	Consumer Oriented	Nairobi
EAST ASIA			
Taste the Mountains – Product Showcase in Seoul- Planned for Spring 2027	Mar 1	All Industry Focuses	Seoul, South Korea
WUSATA Pavilion at FOODEX Japan	Mar 8 - Mar 12	Consumer Oriented	Tokyo
Export Sales Focused Mission to Japan	May 17 - May 20	Consumer Oriented	Tokyo, Japan
Korea Ingredients Inbound Mission to Idaho and Oregon Innovative bakery ingredient seminar- Planned for Summer 2027	Jun 1	Ingredients	Boise, Idaho & Portland, Oregon
Taiwan Inbound Mission to Food & Beverage Show- Planned for September 2027	Sep 1	All Industry Focuses	Miami, Florida
WUSATA Pavilion at Tokyo Gourmet Trade Show	Sep 6 - Sep 10	Consumer Oriented	Tokyo, Japan
WUSATA Pavilion Taipei Wine and Spirits Festival	Nov 12 - Nov 18	Specialty Beverage	Taipei, Taiwan
EUROPE			
WUSATA Pavilion at Seafood Expo Global 2027	Apr 19 - Apr 23	Seafood	Barcelona, Spain
United Kingdom Seafood Inbound Mission	May 1	Seafood	Oregon
Consumer-Oriented Outbound Mission to Germany and Italy	Jun 1	Consumer Oriented	Germany & Italy
UK Buyers Mission to Colorado and Newtopia Now	Aug 16 - Aug 21	Consumer Oriented	Denver, CO
Europe Inbound Mission to America's Food and Beverage Show	Sep 1	Consumer Oriented	Miami, FL
LATIN AMERICA			
Mexico Seafood Retail Promotion- Dates TBD	Jan 1	Seafood	Mexico City, Mexico
Playa Del Carmen Restaurant Resort Outbound Trade Mission	Jun 1	Foodservice	Playa del Carmen, Mexico
MIDDLE EAST			
WUSATA Pavilion at Gulfood	Mar 15 - Mar 19	Consumer Oriented	Dubai
Consumer-Oriented Dairy Products Inbound Mission to Washington	Apr 1	Consumer Oriented	Washington
Seafood Outbound Mission to the UAE and Saudi Arabia	May 1	Seafood	Dubai, UAE & Saudi Arabia
NORTH AMERICA			
Canada Specialty Foods Inbound Mission- Planned for Summer 2027	Jun 1	Consumer Oriented	New Mexico & Colorado
Western Canada Activation- Planned for September 2027	Sep 1	All Industry Focuses	Canada
SOUTH ASIA			
Technical Workshops featuring Western US Pecans	Mar 9 - Mar 13	Ingredients	Mumbai
India Animal Feed Inbound Mission to ID & WA	Jul 1	Animal Nutrition	Idaho and Washington
India Dried Fruit and Nut Inbound Mission to NM & CA	Oct 1	Consumer Oriented	New Mexico and California
SOUTHEAST ASIA			
ASEAN Consumer-Oriented Food and Beverage Inbound Mission- Dates TBD	Jan 1	All Industry Focuses	Alaska and Washington
Consumer-Oriented Outbound Mission to Singapore and Indonesia	May 3	Consumer Oriented	Singapore and Indonesia
Foodservice and Ingredient Inbound Trade Mission from Singapore & the Philippines - Planned for Summer 2027	Jun 1	Foodservice/Ingredients	Singapore and the Philippines
WUSATA Pavilion at Food Ingredients Asia Trade Show	Sep 1 - Sep 3	All Industry Focuses	Bangkok, Thailand
UNITED STATES OF AMERICA			
WUSATA Pavilion at Winter FancyFaire	Jan 17 - Jan 19	Consumer Oriented	San Francisco, CA
Best of the West - Global Buyers Mission (Spring 2027)	Apr 12 - Apr 17	Consumer Oriented	San Francisco, Fresno, and Los Angeles, CA
WUSATA Pavilion at America's Food and Beverage Show	Sep 1	Consumer Oriented	Miami, FL

Visit WUSATA.ORG to find out more about these events, including registration information. If you have a MyWUSATA account, login and click on Events Search for more details.

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Note: All of the trade shows and Outbound Trade Mission events listed in this calendar are eligible for 50% reimbursement if you are signed up for FundMatch®. Go to your MyWUSATA Dashboard to start your FundMatch® application now.