



4601 NE 77th Ave, Ste 240
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

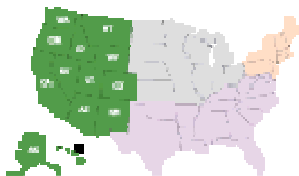
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Yellow Onion Promotions in Mexico 2009

October 1 - November 30, 2009

Mexico City, Mexico

Benefits from participating in the activity:

- Build lasting loyalty for your products in retail chains and end consumers
- Increase awareness of yellow onions in a growing Mexican market

The Idaho and Oregon State Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

Yellow Onion Promotions in Mexico

October 1 – November 30, 2009

Yellow onions have been growing in awareness and popularity in Mexico over the last 5 years. Sales of Western U.S. grown yellow onions to Mexico have increased as well. This promotion coincides with low onion production period in Mexico which helps increase the event's effectiveness. The promotion last year helped increase yellow onion sales over 100% in 2008 and additionally, S-Mart and Costco purchased and promoted yellow onions for the first time.

This is a generic promotion for all yellow onions grown in the Western U.S. region and is designed to increase the sales for the entire category. The promotions target the end consumers through point-of-purchase displays, recipe cards, information brochures, magazine inserts, and product samples at retail locations such as Soriana, Costco, and Calimax.

Suitable products include:

Yellow Onions

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

For more information or to register please contact:

Jerry Ward at the Idaho State Department of Agriculture by telephone at: (208) 332-8537 or by email at: jerry.ward@agri.idaho.gov

If you are interested in registering for this activity, please complete and return the attached reservation form by:

September 25, 2009



4601 NE 77th Ave, Ste 240
Vancouver, WA 98662 USA
www.wusata.org

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

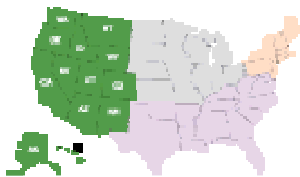
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at (360) 693-3373.

Activity Registration Form

Yellow Onion Promotion in Mexico
October 1 – November 30, 2009

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: () _____ **Fax:** () _____
E-mail: _____ **Web site:** _____

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

There is no cost to participate in this activity.

Companies do not need to provide product for this promotion.

Please contact project manager, Jerry Ward of the Idaho State Department of Agriculture by phone at: (208) 332-8537 or by email at: jerry.ward@agri.idaho.gov for more information regarding this event.

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: September 25, 2009

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

PAYMENT INFORMATION:

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:
4601 NE 77th Avenue, Suite 240, Vancouver WA 98662

Authorized Signature: _____
Printed Name: _____
Date: _____