



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

STATE MEMBERS:

*Alaska Dept. of
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Arizona Dept. of Agriculture

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Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

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*Nevada Committee on
Economic Development*

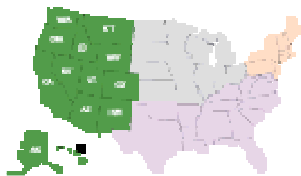
*New Mexico Dept. of
Agriculture*

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.

WUSATA Holiday Promotion – Mexico

October-December, 2009

Monterrey, Guadalajara and Mexico City and other cities

Benefits from participating in the activity:

- The popularity of traditional US Holidays are growing in Mexico creating opportunities to market US Holiday products like Pumpkins and Christmas trees to consumers
- POS and promotional materials will be provided to your Mexican importers and featured in major retail chains and print advertisements
- Help increase awareness and increase sales opportunities for your products in the Mexican market

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

WUSATA Holiday Promotion – Mexico October -December 2009

This will be an excellent opportunity for companies to participate in the growing Mexico market.

The Mexican household is becoming more familiar with US holiday traditions such as pumpkin carving and Christmas tree decoration creating a great opportunity to sell more products in this market.

Mexico is the second largest market for U.S. food and agricultural exports, demonstrating an average growth over the last four years of 11 percent. The growth rate is even higher in consumer-oriented items, and Mexico's growing population now stands at 106 million, with a real 3.5 percent growth in per capita income.

There is no cost to participate in this activity. The registration deadline is September 30, 2009.

Suitable products include...

Christmas Trees and Pumpkins

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

FOR MORE INFORMATION please contact:

Amanda Welker at the Oregon Department of Agriculture by telephone at: 503.872.6600 or by email at: awelker@oda.state.or.us

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

September 30, 2009



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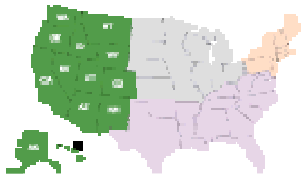
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WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) 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

WUSATA Holiday Promotion - Mexico
October-December 2009
Monterrey, Guadalajara and Mexico City and other cities

COMPANY INFORMATION:

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

PRODUCT INFORMATION:

Product Description: _____

ACTIVITY INFORMATION:

WUSATA is creating two holiday promotions for Halloween and Christmas. We will work with your in-country importer to supply them with POS and promotional material to support your sales efforts in the market. WUSATA is also working with major retail stores in Mexico City, Guadalajara, Monterrey, and other cities to feature and advertise Halloween pumpkins and Christmas trees to the Mexican consumer.

There is no cost to participate in this activity.

Registration deadline is September 30, 2009.

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 30, 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: _____