

February 2025

CSA Month Promotion

For additional information, please contact [Erica White](#).

February 17-20, 2025

USLGE Mexico Beef Inbound

Select beef buyers from Mexico will be brought in to visit various beef producers throughout the state of Idaho. Buyers will have the opportunity to view and purchase top of the line Idaho beef genetics and livestock while visiting select spring bull sales. For additional information, please contact [Michelle Silva](#) and [Erika Leon](#).

February 17-21, 2025

WUSATA Pavilion at Gulfood Tradeshow

Gulfood is a Legacy Tradeshow for WUSATA, meaning WUSATA will have an annual presence at this tradeshow. For over three decades, Gulfood has been the driving force at the heart of global food commerce—igniting innovation, sparking cross-cultural collaboration, and redefining the future of food. This is one of the largest food tradeshow and a central hub if a producer is interested in expanding into the Middle East. For additional information, please contact [Michelle Silva](#).

Feb 24-Mar 7, 2025

Asia Trade Office representative visit, Tara Qu

Tara Qu will be in Idaho to meet with companies interested in exploring opportunities to export to, or expand their reach in, China. Idaho companies are invited to schedule an appointment with Tara and chat one on one to help answer any and all questions you may have about doing business in China. To schedule an appointment, contact [Chelsea Conlon](#).

March 2025

American Agricultural and Food Products Showcase

Join forces with the Asia Trade Office for a travel and fee free event throughout the month of March. This free activity will promote Idaho

products all through the major cities of Taiwan to showcase the best of the best of American Agriculture Products. This is a great opportunity for those who may be new to exporting or those are looking to get more established in the Taiwan market. Space for this activity will be limited. For additional information, please contact [Michelle Silva](#).

March 11-14, 2025

WUSATA Pavilion at FOODEX Japan Trade Show

FOODEX Japan, held at Tokyo Big Sight, is Asia's most respected international food and beverage trade show, and welcomes the highest quality buyers from Korea, Taiwan, Hong Kong, Mainland China and Southeast Asia - making it a powerful regional marketing opportunity. This show has grown to over 80,000 attendees in past years and provides opportunities to meet potential distribution and buying partners from throughout Asia. For additional information, please contact [Chelsea Conlon](#).

March 24-28, 2025

WUSATA Pavilion at ANTAD Trade Show in Guadalajara, Mexico

ANTAD provides an excellent opportunity to get to know the market and get ready to export. For three days, participants will exhibit their products to importers, distributors, and retailers. ANTAD attracts more than 35,000 visitors and its the largest food exhibition in the country. This event allows you to better understand your advantages and opportunities in the country and reinforce your strategy. For more information, email [Erika Leon](#).

March 24-28, 2025

Associated Foods Stores Food Show, Salt Lake City, UT

For additional information, please contact [Erica White](#).

April-May 2025

Horticulture Month Promotion

For additional information, please contact [Erica White](#).

April 9, 2025 

Ladies Night Pop Up Market, Moss Greenhouses
Opportunity for local food and ag crafters to showcase their products at annual market event. Event attracts quality buyers seeking local goods. For additional information, please contact [Dawn Larzelier](#).

May 12-16, 2025



WUSATA Consumer Oriented Outbound to Philippines and Vietnam

This outbound funded by WUSATA will begin in Manila, Philippines and finish in Ho Chi Minh, Vietnam. The central focus will be on Consumer Oriented Products with a special focus being on dairy. Companies will have the opportunity to meet one-on-one with buyers, receive specialized market briefings within each country, along with touring various retail markets. For additional information, please contact [Michelle Silva](#).

May 13-16, 2025



WUSATA Pavilion at HOFEX Trade Show

HOFEX tradeshow in Hong Kong attracts a wide range of food and beverage imports, wholesalers, retailers, and top-tier buyers from restaurants, hotels, and supermarkets. Participation in WUSATA's pavilion will include complementary one-on-one matchmaking meetings with ~3 buyers. For additional information, please contact [Chelsea Conlon](#).

May 19-23, 2025



USLGE Dairy Outbound to Vietnam

This mission offers Idaho dairy producers an opportunity to travel throughout Vietnam focusing solely on dairy. Producers will have the opportunity to visit various dairy operation and buyers throughout Vietnam exploring all the possibilities Southeast Asia has to offer the dairy industry. For additional information, please contact [Michelle Silva](#).

May 19-23, 2025 

Mexico Trade Office Manager Visit, Vanessa Salcido

Vanessa Salcido Mexico Office Trade Manager will be in Idaho to meet with companies interested in learning about market trends and opportunities to export. Companies can schedule a one-on-one meeting for questions on how to do business in Mexico and Latin America. For more information, email [Erika Leon](#).

July 22-26, 2025



USLGE Genetics Outbound to Argentina

Idaho will be partnering with U.S. Livestock Genetics Export Inc. To take Idaho producers abroad to Buenos Aires, Argentina. This mission will be focused on bovine genetics while also visiting Exposición Rural Argentina, one of the largest annual agricultural and livestock shows held in Palermo, Argentina. For additional information, please contact [Michelle Silva](#).

July 24-27, 2025



Asia Healthcare and Medical Cosmetology Expo Tradeshow- Taiwan

For additional information, please contact [Michelle Silva](#).

***August 7-8, 2025**



WUSATA China + Mexico Ingredients Inbounds to Idaho

WUSATA plans to invite two buying delegations, from China and Mexico, to Idaho to meet with suppliers of food ingredients – with an emphasis on products applicable to the baking industry. Group business meetings and the potential to host a site/plant visit will allow companies to showcase their products to new buyers. Companies will also have the opportunity to send product to be used in a baking demonstration for the Chinese buyers in Portland earlier in the week, before the meetings in Idaho occur.

For additional information about the China delegation, please contact [Chelsea Conlon](#). For more information about the Mexico delegation, email [Erika Leon](#).

September 2025

Idaho Preferred Month Promotions

Month long retail promotions showcasing local food including produce, dairy, proteins, and beverages with in-store sampling demos at retailers throughout Idaho. For additional information, please contact [Erica White](#).

September 14-16, 2025

WUSATA ASEAN + Korea* Inbounds to IBIE Tradeshow

The International Baking Industry Expo (IBIE), held in Las Vegas, NV, is the most important grain-based food event in the Western Hemisphere. Crafted by the industry for the industry, this event is held only once every three years. WUSATA will bring in buyer delegations from Southeast Asia and from South Korea* to meet with western-US suppliers either exhibiting or simply walking the show.

For additional information about the ASEAN delegation, please contact [Michelle Silva](#).

*For additional information about the Korean delegation, please contact [Chelsea Conlon](#).

*September 22-26, 2025

Mexico Onion inbound to Idaho

This mission is in response to interest from buyers and retailers in Mexico who are looking for more of an all-around onion mission to Idaho. This mission will include site/field visits, networking opportunities and business to business meetings. Companies can gather market information and learn about consumer preferences. For more information, email [Erika Leon](#)

*September 9-13, 2025

Food and Beverage Show in Miami, FL

This activity will be a WUSATA pavilion for companies to exhibit at the show and meet with domestic and international buyers particularly from Latin American, creating new leads and showcasing their products. The show receives more than 10,000 attendees from 93 countries.

Food and Beverage show is open only to industry, making it an exclusive business to business event. For more information, email [Erika Leon](#).

*October 20-24, 2025

Canada Specialty Food inbound to Idaho

Canada represents an ideal market for Specialty Food suppliers to showcase their products to pre-qualified buyers. This mission will include networking opportunities, site/plant visits and business to business meetings. This activity will generate sales leads and a pathway to enter the Canadian market. For more information, email [Erika Leon](#).

November/December 2025



Governor's Trade Mission

Governor's Trade Missions provide an opportunity to gain high-level access to potential customers and key government officials in the selected market. Companies with existing business in the market can recognize their key customers through the prestigious Governor's "Valued Partner Award" program. Location and dates have not yet been determined for this mission. For additional information, please contact [Michelle Silva](#) or [Chelsea Conlon](#).

November 3-7, 2025

Mexico Trade Office Manager Visit, Vanessa Salcido

Vanessa Salcido Mexico Office Trade Manager will be in Idaho to meet with companies interested in learning about market trends and opportunities to export. Companies can schedule a one-on-one meeting for questions on how to do business in Mexico and Latin America. For more information, email [Erika Leon](#).

*November 5-10, 2025

China International Import Expo (CIIE) Trade Show

In its eighth year, the China International Import Expo is a fruitful trade show held in Shanghai and backed by the Chinese government. This is a

great opportunity for companies that wish to expand or start their business in China, as there is strong support for Chinese enterprises from around the country to conduct business at the show.

While companies are encouraged to exhibit in the WUSATA booth, Idaho-Asia Trade Representative, Tara Qu, will attend the show for on-site assistance and promotion of any Idaho companies. More details to come. For more information, contact [Chelsea Conlon](#).

November 12-14, 2025

Chef Demonstration and Idaho booth at FHC Shanghai Trade Show

The Chef Demonstration and Idaho booth at FHC (Food and Hotel China) Shanghai trade show will be a promotion of Idaho products already in the market, partnering with an influential local chef to showcase Idaho ingredients through dishes for sampling by industry attendees. An Idaho booth will continue to promote all participating company ingredient suppliers for the entirety of the FHC trade show. Tara Qu, Idaho-Asia Trade Office representative, will be on-site organizing the chef demonstration and booth. Travel is not required, but companies or in-country representatives are welcome to attend. For more information, contact [Chelsea Conlon](#).

November - December 2025



Idaho Preferred Holiday Gift Box Promotion

Be part of the holiday magic and have your product featured in the 7th Annual Ag-Artisan Holiday Gift Box. Juried product selection and we begin soliciting for submissions in August. For additional information, please contact [Erica White](#).

Idaho State Department of Agriculture/ State of Idaho

<https://agri.idaho.gov/main/>



WUSATA

(Western U.S. Agricultural Trade Association)

www.WUSATA.org

* WUSATA activities that are pending funding



U.S. Livestock Genetics Export, Inc.

www.USLGE.org



Idaho Preferred Program

www.IdahoPreferred.com



USDA

(Foreign Agricultural Service,
U.S. Department of Agriculture)

<https://www.fas.usda.gov/>

FOR MORE INFORMATION

| | |
|----------------|--------------|
| Laura Johnson | 208.332.8533 |
| Chelsea Conlon | 208.332.8678 |
| Erika Leon | 208.332.8538 |
| Michelle Silva | 208.332.8564 |
| Erica White | 208.332.8532 |
| Dawn Larzelier | 208.332.8684 |

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| Laura.Johnson@isda.idaho.gov |
| Chelsea.Conlon@isda.idahogov |
| Erika.Leon@isda.idaho.gov |
| Michelle.Silva@isda.idaho.gov |
| Erica.White@isda.idaho.gov |
| Dawn.Larzelier@isda.idaho.gov |

Legend

