



# Market Development Division

Idaho State Department of Agriculture  
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## Calendar of Events & Promotions

Revised July, 2020



### July 30, 2020

#### Doing Business in Mexico Webinar

Idaho's Mexico Trade Office will be conducting a Doing Business in Mexico Webinar on Thursday, July 30<sup>th</sup>, from 2:00 – 3:00 p.m. MDT on the following topics:

- Current Economic Environment in Mexico  
(Mexican economy, travel, worldwide economics, monetary policies, and COVID-19 update)
- Market and Consumer Trends
- USMCA Introductory Overview  
(How it differs from NAFTA and what this might look like for Idaho companies)
- Upcoming Events and Opportunities

Any interested Idaho company is welcome to attend. To secure your spot and receive a link to join the webinar, please RSVP via email to [Chelsea Conlon](mailto:Chelsea.Conlon@isda.idaho.gov) by July 28<sup>th</sup> at 5:00 p.m. MDT.

#### FOR MORE INFORMATION

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### August 2-8, 2020



#### Idaho Farmers Market Week

Celebrate local markets and growers that support them during the first week of August in honor of Idaho Farmers Market Week. Look for special events taking place at local farmers markets including chef demonstrations, product sampling, and fun activities for the kids. For more information, contact [Laura Johnson](mailto:Laura.Johnson@isda.idaho.gov)

### August 6, 2020



#### Mexico Onion Market Webinar

Interested in an update on the Mexico market for Idaho-Eastern Oregon Onions? The Idaho and Oregon Departments of Agriculture, Idaho-Eastern Oregon Onion Committee and Western U.S. Agricultural Trade Association (WUSATA) are organizing a webinar specifically for the onion industry to provide an update on the Mexico market. Speakers from Imalinx will provide updates on the economic and political situation, COVID 19 impacts on food

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consumption, retail and foodservice sectors, and information on the major Mexican importers and customers for Idaho-Eastern Oregon Onions. For information, contact [Laura Johnson](#).

## August 13, 2020

### China, Taiwan, and SE Asia Market Update Webinar

Idaho's China and Taiwan Trade Offices will be conducting a Market Update Webinar on Thursday, August 13th, at 4:00 pm MDT on the following topics:

- Current Economic Environment (Economy, travel, and COVID-19 update)
- Market and Consumer Trends
- Trade and Policy Updates
- Upcoming Events and Opportunities

Any interested Idaho company is welcome to attend. To secure your spot and receive a link to join the webinar, please RSVP via email to [Chelsea Conlon](#).

## August, 2020 - TBD

### Mexico Food Labeling Webinar - NOM51

Mexico's retail food labeling regulations are changing. Legislation was first passed in Mexico in October, 2019. The new label standards were approved in March 2020 and go into effect on October 1, 2020. One of the primary changes of the revised standards will require food manufacturers to add warnings to their front-of-package (FOP) labeling for foods that are declared by the Official Mexican Standards (NOM51) to be high in sugar, sodium, or saturated fat. The Idaho-Mexico Trade Office has arranged for food labeling experts to walk Idaho food manufacturers through the changes and answer specific questions in preparation for the new regulations. If you have retail packaged products for the Mexico market, don't miss this webinar. For information contact [Laura Johnson](#)

## August 20, 2020 - TBD

### WUSATA FundMatch Webinar

The Western United States Agricultural Trade Association (WUSATA) will be hosting a webinar

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for Idaho companies interested in learning more about its international programs and the Fund Match Grant for international projects on August 20th, at 11:00 am MDT.

If interested, or for more information, please contact [Chelsea Conlon](#).

## August/September 2020

### Idaho Preferred Retail Promotion

Idaho produce will be promoted at retail locations across the state in August and September. Retail partners include Albertsons, Walmart, Boulim's, Swensens, and the Boise Coop. The promotion will include promotional displays, signage, radio advertising and social media to increase sales of Idaho grown fruits and vegetables. The retail promotions are in conjunction with **Idaho Preferred Month** in September. Celebrate Idaho Preferred Month by enjoying locally produced fruits, vegetables, wines, meats, breads, dairy products and specialty foods – and don't forget to look for the Idaho Preferred logo when buying fall landscaping plants and trees. For more information contact [Laura Johnson](#)

## September 17-19, 2020

### VIV Qingdao 2020 tradeshow

In its 20th year, VIV is a successful international husbandry tradeshow in China dedicated to feed and food products. It includes educational conference sessions and promotes innovative technologies and the sustainable development of animal production in China.

Last year, the State of Idaho had a booth and was invited to join media interviews and presentations during the trade show. This year, we have been invited back and will have a booth to promote Idaho companies. This is a great opportunity suppliers in the following industries that are interested in entering the China market:

- Feed & Feed Ingredients
- Feed Additives

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- Bio-products (Vaccine, Veterinary drugs, etc.)
- Breeding / Hatching
- Slaughtering & Meat / Egg Processing & Handling
- Premium Livestock Products
- Others

For more information, you can visit the tradeshow website, here: <http://www.vivworldwide.cn/>.

Idaho companies unable to travel will be able to send samples or promotional materials to be distributed at the tradeshow by the Idaho-China Trade Office, and will receive an introduction to, and assistance on follow-up with, any leads generated at the show. If interested in exhibiting or having your products represented by the Idaho-China Trade Office, please contact [Chelsea Conlon](#).

## September 30, 2020

### Export Resources Virtual Seminar

Come learn about the wonderful resources available to help you succeed in exporting. This is an excellent opportunity if you aren't sure where to begin. The Idaho Dept. of Commerce together with ISDA and several other local, state, regional and federal export agency representatives will be presenting information and answering questions. The webinar is tentatively set for Sept. 30<sup>th</sup> at 12:00pm. For more information contact: [Sarah Mata](#).

## October 2020 TBD

### Fundamentals of Exporting Virtual Seminar

Ready to start exporting? This webinar is an excellent opportunity for new to export companies to make connections and learn more about the basics of exporting. It's also a great follow-up to the Export Resources webinar above. Whereas the first webinar will focus on export resources available to companies, this seminar will cover the basic steps to exporting

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including logistics, INCOTERMS, getting paid, cultural considerations and developing an export strategy. The Idaho Dept. of Commerce together with ISDA and other experts will be presenting information and answering questions. For more information, you can contact [Sarah Mata](#).

## October 2020



### Idaho Farm to School Month

October is designated as Idaho Farm to School Month in conjunction with National Farm to School Month. One day will be designated for an all Idaho meal to promote Idaho products in schools. For more information, or to participate, contact [Laura Johnson](#).

## Sept. - Dec. 2020



### Onion Promotion in Canada

Canada is the number one export market for Idaho onions. This in-country promotion will involve onion promotion activities designed to increase awareness of Western U.S. onions with Canadian consumers, build awareness of the product's versatility within Canadian cuisine, as well as availability in the Canadian market. The promotion will include in-store retail demos and culinary programs for culinary institutes; consumer-oriented printed materials; public relations in print and digital media; and direct contact to consumers and trade through newsletters and direct mail. We are also working on a virtual inbound mission in Sept. that will showcase Western U.S. onion growers and shippers. For more information, contact [Sarah Mata](#).

## November 5-11, 2020



### China International Import Expo (CIIE) Trade Show

In its third year, the China International Import Expo is an excellent tradeshow held in Shanghai, China, backed by the Chinese government. This is an excellent chance for companies that wish to expand their business in China, as there is strong government support for Chinese enterprises from around the country to do business at the

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show. Idaho-China trade office manager, Tara Qu, will be available to assist companies with pre-show planning and will attend on-site. The cost per booth is \$3,000 and companies are encouraged to register. For more information, contact [Chelsea Conlon](#).

## Nov - Dec 2020

### WUSATA Onion Promotion in Mexico

A yellow onion promotion in Mexico will include retail in-store demos, recipes and POS materials as well as a culinary promotion with key culinary schools and restaurant chefs to build awareness of yellow onions and stimulate sales. For more information, contact [Laura Johnson](#).

## December 1-4, 2020

### WUSATA Outbound Mission to Shenzhen, Guangzhou, and Kunming, China

This is an excellent chance for companies that wish to take advantage of growing opportunities in southern mainland China, travel to the market, and meet with hand-selected buyers for one-on-one meetings. With the recent U.S.-China Phase One Trade Agreement in place, companies will not want to miss this opportunity to gain or regain access to business that has been on hold due to retaliatory tariff issues the past two years. For more information, contact [Chelsea Conlon](#).

## December 9 - 11, 2020

### Food Ingredients Asia Trade Show - Jakarta

The Food Ingredients Asia Trade Show will be held in Jakarta, Indonesia in 2020. Companies from all over the world seek out this trade show due to the excellent market access, value, and networking opportunities it provides. Companies are invited and encouraged to participate in the trade show alongside other companies from the Western United States. The WUSATA pavilion, located within the USA pavilion is a prime location in the exhibition center. WUSATA will also provide complimentary one-on-one meetings with

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pre-qualified buyers, interpreters, as well as on-site and follow-up assistance for each interested company. For additional information, contact [Sarah Mata](#).

## December 17-20, 2020

### Food Taipei - Taiwan

In its 30th year, Food Taipei is one of Asia's largest food shows. The show is a popular platform for the industry to introduce new products to the Taiwanese and Asian markets. Visitors can see the latest and most innovative products and utilize this excellent opportunity to make key business contacts in the market.

Idaho companies can send samples or attend in person. For more information, contact [Sarah Mata](#).

## March 9-12, 2021

### WUSATA Pavilion at FOODEX Japan

FOODEX JAPAN is Asia's largest food and beverage exhibition. 85,000 buyers from the foodservice, manufacturing, and distribution sectors, as well as trading companies, are expected to attend from all over Japan and Asia. With the 2020 show being cancelled, you do not want to miss the 2021 show. Japan is the fourth largest export market for U.S. agriculture and sales to this market is expected to grow with the U.S.-Japan Free Trade Agreement implemented in January 2020.

This is a great opportunity to introduce or increase your products in the market as tariffs and quotas continue to decrease through 2025.

For more information, contact [Chelsea Conlon](#).

## April 17-24, 2021

### Governor's Trade Mission to Mexico

The 2021 Governor's Trade Mission will be going to Mexico City, Monterrey and Guadalajara. Mexico is Idaho's second-largest export market for food and agriculture products. Mexico's population of 130 million has a median age of 29. The relatively young population is growing in income and driving increased demand for Idaho food and beverage products. Don't miss this

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opportunity to gain high-level access to potential customers. For more information, contact [Laura Johnson](#).

**May 10-12, 2021**



**WUSATA Outbound Mission to Korea**

Meet with pre-qualified buyers for personalized one-on-one meetings in the growing South Korean market. Korea is the sixth-largest export market for U.S. agriculture and with the KORUS free trade agreement continuing to decrease tariffs and quotas every year through 2027, this is a great opportunity to introduce or increase your products in this market. This activity will be back-to-back with the WUSATA Outbound Mission to Japan in the same week. For more information, contact [Chelsea Conlon](#).

**May 12-14, 2021**



**WUSATA Outbound Mission to Japan**

Meet with pre-qualified buyers for personalized one-on-one meetings in Japan. Japan is the fourth largest export market for U.S. agriculture and sales to this market is expected to grow with the U.S.-Japan Free Trade Agreement recently implemented in January 2020.

This is a great opportunity to introduce or increase your products in the market as tariffs and quotas continue to decrease through 2025. This activity will be back-to-back with the WUSATA Outbound Mission to Korea in the same week. Additional details will be coming soon.

For more information, contact [Chelsea Conlon](#).

**June 14-18, 2021**



**WUSATA ASEAN Food Service Inbound Mission**

Buyers, importers, and distributors from SE Asia will visit Idaho to make connections that will lead to potential future sales. Companies will have the opportunity to make new contacts and market products to pre-qualified buyers. This is a great opportunity to introduce or increase your products in this market. For more information, contact [Sarah Mata](#).

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**August 25-27, 2021**



**WUSATA Crafted Beverage Inbound Mission from Taiwan**

Buyers, importers, and distributors from Taiwan will visit Idaho to gain exposure to new companies and source specialty beverage and food products. Companies will have the opportunity to meet with 5-6 pre-qualified buyers to arrange sales and shipments. This activity will coincide with the Korea Inbound mission. For more information, contact [Sarah Mata](#).

**August 25-27, 2021**



**WUSATA Crafted Beverage Inbound Mission from Korea**

Buyers, importers, and distributors from South Korea will visit Idaho to gain exposure to new companies and source crafted beverage products. Companies will have the opportunity to meet with 5-6 pre-qualified buyers to arrange sales and shipments. This activity will be held in conjunction with the WUSATA Crafted Beverage Inbound Mission from Taiwan. For more information, contact [Chelsea Conlon](#).

**September 13-17, 2021**



**WUSATA Animal Feed Inbound Mission from China**

Buyers, importers, and distributors of animal feed and nutrition products from China will visit Idaho to make connections that will lead to potential future sales. Companies will have the opportunity to make new contacts and market products to pre-qualified buyers that are looking to source feed products from the western United States. For more information, contact [Chelsea Conlon](#).

**September 20-24, 2021**



**WUSATA Outbound Mission to Taiwan**

Meet with pre-qualified buyers for personalized one-on-one meetings in the market. Taiwan is

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the 9<sup>nd</sup> largest export market for U.S. agriculture and imports from the United States increased by 18 percent last year. This is a great opportunity to introduce or increase your products in this market. Additional details and dates will be coming soon. For more information, contact [Sarah Mata](#).

## September, 2021



### WUSATA Animal Feed Inbound Mission from the Middle East

Buyers, importers, and distributors of animal feed and nutrition products from the United Arab Emirates and Saudi Arabia will visit Idaho to make connections that will lead to potential future sales. Idaho companies will have the opportunity to make connections with pre-qualified buyers. For more information, contact [Sarah Mata](#).

## Winter 2021 IDAHO



### Governor's Trade Mission to Southeast Asia

Governor Little will lead a Trade Mission to Singapore and one or two other stops in Southeast Asia in the Fall or winter. For more information, contact [Laura Johnson](#) or [Sarah Mata](#).

## TBD, 2021



### WUSATA Outbound Mission to Mexico City and Monterrey in conjunction with a Central America Inbound to Mexico City

Meet with pre-qualified buyers for personalized one-on-one meetings in the market. Mexico is Idaho's 2nd largest export market for food and agriculture. Customized business meetings will be combined with networking events and speakers highlighting trends in the market. Buyers from Central America markets will also be brought in for an in-bound mission to Mexico City for customer meetings as well. For more information, contact [Laura Johnson](#).

## TBD, 2021



### WUSATA Consumer-Oriented Inbound Mission from Mexico

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Buyers, importers, and distributors from Mexico will visit Idaho to gain exposure to new companies and source consumer-oriented food and beverage products. Companies will have the opportunity to meet with 5-6 pre-qualified buyers to showcase products. For more information, contact [Laura Johnson](#).

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