



Market Development Division

Idaho State Department of Agriculture
P.O. Box 7249 • Boise, Idaho 83707
P: 208.332.8500 • F: 208.334.2170
www.agri.idaho.gov

BRAD LITTLE, GOVERNOR
CELIA GOULD, DIRECTOR

Calendar of Events & Promotions Revised September, 2020



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](mailto:Laura.Johnson@isda.idaho.gov)

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 again will have a booth to promote Idaho companies. This is a great opportunity for suppliers in the following industries that are interested in the China market:

- Feed & Feed Ingredients
- Feed Additives
- Bio-products (Vaccine, Vet drugs, etc)
- Breeding / Hatching
- Slaughtering & Meat
- Premium Livestock Products

FOR MORE INFORMATION

Laura Johnson: 208.332.8533 - Laura.Johnson@isda.idaho.gov
Sarah Mata: 208.332.8538 - Sarah.Mata@isda.idaho.gov
Brock Cornell: 208.332.8535 - Brock.Cornell@isda.idaho.gov

Chelsea Conlon 208.332.8678 - Chelsea.Conlon@isda.idaho.gov
Nichole Britt: 208.332.8537 - Nichole.Britt@isda.idaho.gov

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- Others

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 29th 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 Sept. 29th at 12:00pm. For more information contact: [Sarah Mata](#).

September 30-October 4, 2020

Beef Cattle Inbound from Mexico

A delegation of four Mexican cattlemen will visit Idaho to source beef cattle and beef cattle genetics. For information, contact [Laura Johnson](#).

October-January 2020-21



Fundamentals of Exporting Webinar Series

Ready to start exporting? This webinar series 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 including logistics, INCOTERMS, getting paid, cultural considerations and developing an export

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strategy. The Idaho Dept. of Commerce together with ISDA and other experts will be presenting information and answering questions. The webinar will be a four part series running each 3rd wednesday of the month in October, November, December and January at 10:00am. The first webinar will be October 21st. For more information, you can contact [Sarah Mata](#).

Fall, 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 December 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](#)

October 2020

Idaho Farm to School Month

October is designated as Idaho Farm to School Month in conjunction with National Farm to School Month. October 14 has been designated for an all Idaho meal to promote Idaho products in schools. For more information, or to participate, contact [Laura Johnson](#).

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October 26-30, 2020

Trailmix start-up pitch competition

In its third year, Trailmix is an exciting event created to showcase new and innovative food product companies from around the Northwest. This event will create awareness for food entrepreneurs and competing startups, give them networking opportunities with industry leaders, investors, and future customers, as well as a cash prize for the winner of the Pitch Competition. This year's Trailmix event, along with the rest of Boise Startup Week, will be completely virtual. Trailmix is presented by Trailhead and Albertsons, and is in partnership with the Food Track of Boise Startup Week. Applications for the Trailmix Pitch Competition ends September 4th. For more information, contact [Chelsea Conlon](#).

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 POS, 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 Idaho-Eastern Oregon 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 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 trade servicing, retail POS, consumer marketing and culinary promotion with key chefs to build awareness of yellow onions and stimulate sales. For more information, contact [Laura Johnson](#).

December 7 and 9, 2020

WUSATA Virtual Trade Meetings with Hong Kong and Shanghai

This is an excellent chance for companies that wish to take advantage of opportunities in the Hong Kong and Shanghai, China markets without the trouble of international travel. Companies will have arranged one-on-one video conference appointments with 6-7 hand-selected buyers in each market. Meetings will take place the evening of December 7th for Hong Kong meetings and the evening of December 9th for Shanghai 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](#).

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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](#).

February 21-25, 2021

WUSATA Pavilion at Gulfood, Dubai U.A.E

Gulfood is the Middle East's largest annual food and beverage exhibition welcoming over 100,000 attendees from 200 countries in 2019. The U.A.E is one the richest countries in the world in terms of GDP per capita and this is a great opportunity to enter this rapidly growing market. 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 pre-qualified buyers, interpreters, as well as on-site and follow-up assistance for each interested company. For additional 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 19-23, 2021



Virtual Governor's Trade Mission to Mexico

The Spring 2021 Governor's Trade Mission will be going virtual. Mexico is Idaho's second-largest export market for food and agriculture products. The mission will include an Embassy briefing for the delegation along with virtual matchmaking meetings with key prospective customers. More details will be coming soon. An in-person Governor's Trade Mission will be considered for the Fall of 2021. If interested, contact [Laura Johnson](#).

April 22-24, 2021

Mexican Healthy Products Summit

The Mexican Healthy Products Summit is a unique 3-day event in Puerto Vallarta that is an invitation-only, business-to-business trade show and conference linking healthy products suppliers with key Mexican retail buyers and distributors. The summit offers insight into the latest trends and research in the surging Mexican Healthy Lifestyle Market and helps develop relationships with Mexican buyers and distributors. Attendees are U.S. manufacturers of healthy products and pre-qualified Mexican key buyers of major supermarkets, specialty health stores, club stores, department stores, convenience stores, pharmacies, and distributors throughout Mexico. The Idaho-Mexico Trade Office will have a booth at the summit for Idaho companies and will facilitate B2B meetings for participants. For more information, or to participate, contact [Laura Johnson](#).

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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](#).

May 31 - June 4, 2021



WUSATA Consumer-Oriented Inbound Mission from Mexico

Buyers, importers, and distributors from Mexico will visit Idaho and Nevada 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](#).

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](#).

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](#).

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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 the 9th 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](#).

August 2-6, 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



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](#).

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