

July 20-26, 2025



WUSATA Japan Outbound Trade Mission

This Outbound Trade Mission will go to Japan's two largest metro areas, Osaka and Tokyo, to meet with buyers. An optional additional stop in Sapporo, will give participants a chance to see the food and beverage ecosystem next to Japan's leading agriculture region. This is a great opportunity for Western U.S. food and beverage companies to learn about the food culture and distribution in three distinct regions of Japan. For additional information, please contact [Chelsea Conlon](#) or [Michelle Silva](#).

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](#).

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 please contact [Michelle Silva](#).

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](#).

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 17-21, 2025



Lieutenant Governor ISDA and USLGE Outbound Mission to Vietnam

Join Lieutenant Governor Scott Bedke and Idaho State Department of Agriculture Director, Chanel Tewalt for a two-stop mission to Ho Chi Minh City and Hanoi, Vietnam. This trade mission will provide an opportunity to gain high-level access to potential customers and key government officials in the selected market. This mission welcomes a wide variety of our Idaho producers, ranging from livestock genetics and hay

producers to consumer-oriented products. For additional information, please contact [Michelle Silva](#).

November 17-21, 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.

An Idaho booth will be attended by Idaho-Asia Trade Representative, Tara Qu, for on-site assistance and promotion of Idaho companies. More details to come. For more information, contact [Michelle Silva](#) and [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](#).

December 2025



WUSATA China Ingredients Virtual Mission

WUSATA will invite a buying delegation from China and Hong Kong to participate in a virtual mission to connect with suppliers of food ingredients – with an emphasis on products applicable to the baking industry. Allowing companies to showcase their products to new buyers.

For additional information, please contact [Chelsea Conlon](#) and [Erika Leon](#).

January 11-13, 2026

Idaho Pavilion at 2026 Winter FancyFaire

The Idaho State Department of Agriculture and Idaho Preferred invites Idaho businesses to showcase their products in the Idaho Pavilion at the Winter FancyFaire in San Diego, CA. This trade show will replace the annual Winter Fancy Food Show in 2026. Thanks to USDA's Resilient Food Infrastructure Grant Funding, producers can participate at a significantly reduced rate. For more information, email [Chelsea Conlon](#) and [Erica White](#).

Legend



Idaho State Department of Agriculture/

State of Idaho
<https://agri.idaho.gov/main/>



WUSATA
(Western U.S. Agricultural Trade Association)
www.WUSATA.org



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	Laura.Johnson@isda.idaho.gov
Chelsea Conlon	208.332.8678	Chelsea.Conlon@isda.idahogov
Erika Leon	208.332.8538	Erika.Leon@isda.idaho.gov
Michelle Silva	208.332.8564	Michelle.Silva@isda.idaho.gov
Erica White	208.332.8532	Erica.White@isda.idaho.gov
Dawn Larzelier	208.332.8684	Dawn.Larzelier@isda.idaho.gov
Anna Lickley	208.681.6596	Anna.Lickley@isda.idaho.gov