

## ISDA Marketing Calendar of Events

### **April 10, 2026** **American Agricultural and Food Products Showcase**

This showcase will bring interested Taiwan importers and buyers to view Idaho products being showcased in Taipei, Taiwan. Our highly experienced Idaho Asia Trade Office staff will collaborate with other state agencies within Taiwan to host this American Agricultural and Food Products Showcase. Trade leads will be distributed following the showcase. To register, email [Michelle Silva](mailto:Michelle.Silva@idaho.gov).

### **April 13-17, 2026** **Idaho 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](mailto:Erika.Leon@idaho.gov).

### **April 21-24, 2026** **WUSATA Food & Hospitality Trade Show Singapore**

Food & Hospitality Asia is the premier platform for industry professionals including distributors, importers, manufacturers, and retailers from across Asia to discover and source high-quality food ingredients, beverages, fresh produce, services, and equipment. Exhibitors represent leading manufacturers and brands from over 100 countries and regions, ensuring a truly international experience across key sectors. For more information, email [Michelle Silva](mailto:Michelle.Silva@idaho.gov).

### **May 4-15, 2026** **Idaho Asia Trade Office Manager Visit, Eddie Yen** Eddie Yen Idaho Asia Trade Office 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

Taiwan and Southeast Asia. For more information, email [Michelle Silva](mailto:Michelle.Silva@idaho.gov).

### **May 13-14, 2026** **Idaho Rural Success Summit, Pocatello, ID**

The Idaho Rural Success Summit, held annually across Idaho's rural landscapes, is a dedicated day-and-a-half event designed by and for the thriving rural communities of Idaho. For more information, email [Anna Lickley](mailto:Anna.Lickley@idaho.gov).

### **May 18-22, 2026** **WUSATA 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. This event allows you to better understand your advantages and opportunities in the country and reinforce your strategy. For more information, email [Erika Leon](mailto:Erika.Leon@idaho.gov).

### **June 10-12, 2026** **WUSATA Canada Consumer Oriented Inbound**

Pre-qualified buyers and distributors from Canada will visit Idaho to source consumer-oriented products. Supplier companies will have the opportunity to meet with buyers during B2B meetings in Idaho and promote their products and establish connections. For more information, email [Erika Leon](mailto:Erika.Leon@idaho.gov).

### **July 13-24, 2026** **Japan Trade Office Visit, Ivan Cardenas and Kevin Meek**

Two representatives from the Idaho Japan Trade Office will visit throughout the state to meet with companies interested in learning about market trends and export opportunities. This time will also be utilized to discuss expectations for the Governor's Trade Mission in November for companies interested in participating. For more

information or to schedule a one-on-one meeting, email [Chelsea Conlon](mailto:Chelsea.Conlon).

## September 14-17, 2026

### Hops Inbound Mission from Asia

Brokers and breweries from China, Taiwan, Vietnam, and potentially Japan will visit Idaho to visit with hops growers and processors, increasing buyer connections for Idaho companies. For more information or to meet with this delegation, email [Chelsea Conlon](mailto:Chelsea.Conlon).

## October 5-9, 2026

### WUSATA Outbound Trade Mission to Monterrey and Mexico City

Pre-qualified buyers and distributors from Canada will visit Idaho to source consumer-oriented products. Supplier companies will have the opportunity to meet with buyers during B2B meetings in Idaho and promote their products and establish connections. For more information, email [Erika Leon](mailto:Erika.Leon).

## October 14-17, 2026

### WUSATA Taiwan Inbound to the Global Produce & Floral Show Orlando, Florida

Pre-qualified buyers and distributors from Taiwan will visit the Global Produce & Floral Show to meet one on one with western U.S. companies who will be exhibiting at the world's largest fresh produce and floral expo. For more information, email [Michelle Silva](mailto:Michelle.Silva).

## November 2026

### WUSATA Taiwan Restaurant Promotion

A restaurant promotion and collaboration will take place over the course of a month with a restaurant within Taipei, Taiwan for WUSATA companies who currently have their products in the Taiwan market. More information to come. For inquiries, email [Michelle Silva](mailto:Michelle.Silva).

## November 13-20, 2026

### Governor's Trade Mission to Taiwan and Japan

Join Governor Brad Little, Idaho State Department of Agriculture Director Chanel Tewalt, and Idaho Commerce Director Tom Kealey for a trade mission to Taipei, Taiwan, and Tokyo, Japan. Emphasis will be made for the Japan stop and companies will have the option to participate in one or both legs of the mission, depending on your priorities. This trade mission will provide an opportunity to gain high-level access to potential customers and key government officials in the selected markets. This mission welcomes a wide variety of Idaho producers and is open to all products that are a fit for the markets. For more information or to participate, email [Chelsea Conlon](mailto:Chelsea.Conlon).

## November 13-15, 2026

### Buck the Trend, Twin Falls, ID

Buck The Trend (BTT) is a 2-day training that addresses mental health specific to farmers and ranchers. It is founded on the idea that small, peer-focused groups, hosted in a safe and relaxed setting, and led by experienced counselors is an effective way to nurture conversations, build skills, and affect positive change. For more information, email [Anna Lickley](mailto:Anna.Lickley).

## November - December 2026



### Idaho Preferred Holiday Gift Box Promotion

Be part of the holiday magic and have your product featured in the 8<sup>th</sup> Annual Ag-Artisan Holiday Gift Box. Juried product selection and soliciting for producer submissions will begin in August. For additional information, please contact [Dawn Larzelier](mailto:Dawn.Larzelier).

**Legend**



**Idaho State Department of Agriculture/  
State of Idaho**

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



**WUSATA**

**(Western U.S. Agricultural Trade Association)**

[www.WUSATA.org](http://www.WUSATA.org)



**U.S. Livestock Genetics Export, Inc.**

[www.USLGE.org](http://www.USLGE.org)



**Idaho Preferred Program**

[www.IdahoPreferred.com](http://www.IdahoPreferred.com)



**USDA**

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

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

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