

Arizona Explore Exporting Seminar Learn to Export Your Food Products Now

The Arizona Department of Agriculture and the Western United States Agricultural Trade Association (WUSATA) are hosting the first joint Explore Exporting Seminar on September 19, 2013 in Tempe, Arizona.

The seminar, designed exclusively for food and agricultural-based businesses, will provide companies the opportunity to start-up or expand sales by tapping into the 95.5% of consumers living outside of the US. The timing of this seminar could not be better, as food-based exports are a shining spot in the economy and studies show small businesses are playing a leading role.

The Explore Exporting Seminar highlights the benefits of exporting and provides access to key resources. John Wiley Spiers, author of *How Small Business Trades Worldwide*, will teach participants how to find customers, qualify them and make an export sale as safe and easy as domestic business. Mr. Spiers is an adjunct lecturer who has been trading worldwide since 1974 and his export sales program has proven effective for large and small food companies. Participants will learn about resources and services available from local financial, shipping logistics and state sectors. They will also learn how to receive 50% cost reimbursement on export market development expenses through the WUSATA's Branded Program.

"It is essential that Arizona companies learn about their export market potential opportunities," says Andy Anderson, Executive Director for WUSATA. "Agricultural exports are a bright spot in the economy and are full of opportunity. Global economies and disposable incomes are steadily rising and the need for safe, quality U.S. food has never been greater."

If your company is interested in learning more about exporting, please plan to attend this educational seminar, a cooperative effort between the Arizona Department of Agriculture and the Western U.S. Agricultural Trade Association. To register and learn more about the export educational opportunities, visit www.wusata.org/events. For general inquiries and questions, contact Amanda Hughart at amanda@wusata.org or by phone at (360) 693-3373.