



4601 NE 77th Ave, Ste 120
Vancouver, WA 98662 USA
www.wusata.org

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Economic Development*

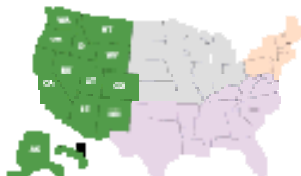
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*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at ann@wusata.org for further details. Phone: (360) 693-3373.

Mexico City Menu Promotion 2009

November 1st to 30th

Mexico City, Mexico

Benefits from participating in the activity:

- Receive feed back from a targeted menu promotion at select restaurants in Mexico City
- Work with importers and distributors to ensure your product reaches consumers
- Build lasting loyalty for your products with buyers and consumers

The Colorado, Idaho, and Washington State Departments of Agriculture in cooperation with WUSATA, will be coordinating participation in the following activity:

Mexico City Menu Promotions, Nov 1 – 30, 2009

The HRI market in Mexico represents great export opportunities for U.S. suppliers of food and beverages. Buyers insist on having product samples tested in hotels or restaurants. Chefs usually helps choose ingredients, so getting the food item tested by these decision-makers is an important first step.

This promotion is run in conjunction with the Mexico Chef Competition /Training activity. These two promotions are designed to create a synergy for your products and have long term sales potential.

Suitable **Food Service** products include, but are not limited to:
Meats and Poultry, Pastas, Frozen and Fresh Produce, Canned Goods,
Dairy, Beverages (alcoholic & non-alcoholic), Spices and Spice Blends

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.

For more information or to register please contact Jerry Ward at Idaho State Department of Agriculture by telephone (208) 332-8537 or by email (jerry.ward@agri.idaho.gov).

**If you are interested in registering for this activity, please complete
and return the attached reservation form by:**

June 19, 2009



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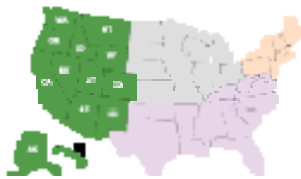
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Activity Registration Form

Mexico City Menu Promotion
November 1st – 30th
2009

COMPANY INFORMATION:

Company Name: _____
Contact Name: _____ **Title:** _____
Address: _____
City: _____ **State:** _____ **Zip:** _____
Phone: () _____ **Fax:** () _____
E-mail: _____ **Web site:** _____

PRODUCT INFORMATION:

Product Description: _____

Select one:

Product already in Mexico
Distributor: _____
 Product new to Mexico

ACTIVITY INFORMATION:

To participate in this activity there is a cost of **\$50.00**

Please also be prepared to provide samples to use in recipe development prior to the promotion. You will be asked to provide product information for the chef training as well.

Your products will be featured on a Menu designed by top chefs in Mexico. Point of Purchase material will be displayed in restaurants. Magazine, newspaper and radio ads will be placed prior to and during the promotion. You will receive a report on how well your product performed during the promotion. You get all this without having to fly to Mexico!

This promotion ties into the Chef Competition.

RESERVATION DEADLINE: June 19, 2009

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

PAYMENT INFORMATION:

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:
4601 NE 77th Avenue, Suite 240, Vancouver WA 98662

Authorized Signature: _____
Printed Name: _____
Date: _____