

# PRESS RELEASE



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## FOR IMMEDIATE RELEASE

### **WUSATA Leads US Small Businesses to Trade Success in Canada**

Vancouver, Washington, October 29, 2022 – As part of an outbound wine and spirits trade mission to Western and Eastern Canada, the Western U.S. Agricultural Trade Association (WUSATA®) and the Western Regional Departments of Agriculture from Oregon and Washington visited Vancouver, British Columbia, and Toronto, Quebec. The trade mission provided an opportunity for 17 small wineries from Oregon and Washington to showcase their products to the Canadian market. The mission was a success and the wineries were able to generate a lot of interest among the Canadian consumers.

According to Bill Edwards, the trade ambassador for the British Columbia Agricultural Trade Organization, “there is a high demand for these products in the Canadian market.” He also mentioned that “with the removal of many COVID restrictions, more products are being brought into Canada to meet the pent-up demand for these products.”

WUSATA organized a successful trade mission that enabled US suppliers to showcase their products in buyer's markets, resulting in 5 significant importing orders and a strong interest in follow-up from all vendors.

#### **About WUSATA:**

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the 13 western state departments of agriculture. WUSATA receives funding from the USDA's Market Access Program (MAP) and has a mission to support and assist members and agribusinesses in these states to develop and enhance international markets for U.S. food and agricultural products. Visit [www.wusata.org](http://www.wusata.org) for more information.

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