



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

STATE MEMBERS:

Alaska Dept. of
Natural Resources

Arizona Dept. of Agriculture

California Dept. of Food &
Agriculture

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

Nevada Committee on
Economic Development

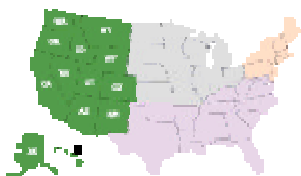
New Mexico Dept. of
Agriculture

Oregon Dept. of Agriculture

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.

“Great American Culinary Camp - Seoul 2008” Recipe Idea Seminar and Product Showcase

September 24-26, 2008
Seoul, Korea

- Introduce your foodservice products to chefs, purchasing managers, importers and distributors in Korea.
- Expand your products' visibility with key decision makers.
- A variety of foodservice products – both new-to-market and already in-market – are welcome.

This is an exceptional opportunity for companies to engage the Korean foodservice market. A full-color recipe guidebook will include the contact information of each participating company. Trade leads identified during the showcase will be reported to the suppliers.

Great American Value-added Products Recipe Idea Seminar, Sept. 24

Prior to this activity, the Korea Alumni of the Culinary Institute of America will develop 20 recipes using products supplied by US food companies. The recipes will be designed to reflect the newest restaurant trends in the US. On Sept. 24, the recipes will be presented to key decision makers in the Korean foodservice industry. Preparation of the recipes will be taught to local chefs and 6 selected dishes will be served at the seminar. The goal of the seminar will be to help attendees better understand the uses and market potential of US food products.

Great American Value-added Products Showcase, Sept. 25-26

More than 50 foodservice importers, distributors and purchasing managers will be invited to a product showcase. Attendees will be introduced to the products of the sponsoring US suppliers.

The Washington State Department of Agriculture, Idaho State Department of Agriculture, ATO Seoul and WUSATA will be coordinating participation in this activity.

Suitable foodservice products include, but are not limited to:

Products will need to be frozen or shelf stable. Companies will be requested to ship product to Idaho for consolidated shipping to Korea as early as June 1st.

- Shelf stable or frozen items
- Processed vegetables and fruits
- Sauces, soups, dessert items
- Seafood, meat
- Mexican foods
- Healthy & natural products

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

For more information, please contact:

David Mudd
Washington State Department of Agriculture
Phone: 360-902-2164
Email: dmudd@agr.wa.gov

Amanda Albers
Idaho State Department of Agriculture
Phone: (208) 332-8678
Email: aalbers@agri.idaho.gov

**To register for this activity, please fax
the completed reservation form to (360) 693-3464 by:
May 15, 2008**



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

STATE MEMBERS:

*Alaska Dept. of
Natural Resources*

Arizona Dept. of Agriculture

*California Dept. of Food &
Agriculture*

Colorado Dept. of Agriculture

Hawaii Dept. of Agriculture

Idaho Dept. of Agriculture

Montana Dept. of Agriculture

*Nevada Committee on
Economic Development*

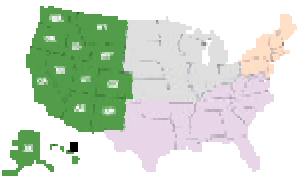
*New Mexico Dept. of
Agriculture*

Oregon Dept. of Agriculture

*Utah Dept. of Agriculture &
Food*

*Washington State Dept. of
Agriculture*

Wyoming Business Council



WUSATA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation or marital or familial status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the WUSATA Executive Director at (360) 693-3373.

**“Great American Culinary Camp - Seoul 2008”
Recipe Idea Seminar & Product Showcase**

September 24-26, 2008
Seoul, Korea

COMPANY INFORMATION:

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

PRODUCT INFORMATION:

Product Description: _____

IMPORTANT ACTIVITY INFORMATION:

There is no charge for participating, however companies must:

- (1) Donate minimum 150 servings of each product for use in this activity
- (2) Ship the product(s) to Idaho state for consolidated shipping to Korea
- (3) Provide marketing material for use at the event in Seoul
- (4) Designate a representative whose contact information will appear in the menu guide
- (5) Complete activity evaluations as requested

Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.

RESERVATION DEADLINE: May 15, 2008

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

Authorized Signature: _____
Printed Name: _____
Date: _____