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CalAgX 2021:

COMPREHENSIVE EXPORT TRAINING FOR AN EVOLVING WORLD *A Short-Course for Purveyors of California Specialty Crops*

MARCH 18, 2021 – MAY 20, 2021 | 10 TRAINING MODULES | ONLINE VIA ZOOM

The onslaught of COVID-19 has had immediate effects on world trade, such as countries imposing export restrictions and travel bans. But what about the longer-term effects on exports, particularly California Specialty Crops?

One thing we know for sure, the world we do business in will never be the same. The CalAgX short-course for Specialty Crops will help you navigate through new regulations and standards, as well as develop your export skill sets to grow your business beyond our borders.

What You Will Learn:

- New Regulations, Restrictions, and Future of the Supply Chain
- Myths, Affordability, Competition, Prerequisites, Benefits, Risk
- Product Classification, Transportation Modes, Incoterms 2020
- Export Documentation Process, Recordkeeping
- Export and Import Regulations, Legal Compliance
- Export Financing, Insurance, Getting Paid
- Market Research, Developing Export Strategy, Finding Buyers
- Cultural Aspects, Art of Negotiation, and More!
- Each Module is Instructed by an Expert in that Field

QUALIFICATIONS TO PARTICIPATE

- Business must be based in California
- In business at least 1 year (EIN required)
- Have a qualified specialty crop product, as defined by USDA, that can be exported (includes processed food products that is made up of 50% or more of a CA specialty crop – excluding the water, e.g. wine, jelly, canned peaches, etc.)
- Products grown and produced in California.

DATES & TIMES

Thursdays
March 18 – May 20, 2021
9:30 am – 11:30 am



LOCATION

Online via Zoom

REGISTRATION FEE FOR SERIES

\$125 for qualified specialty crop companies
\$599 for non-qualified companies
Webpage: www.fresnocitd.org/train
Register at: tinyurl.com/calagx2021

FOR MORE INFORMATION, CONTACT:

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EVENT PARTNERS



The CalAgX training program is funded by the 2018 Specialty Crop Block Grant program, and is presented by the Centers for International Trade Development at State Center Community College District

QUESTIONS? (559) 243-7534 | REGISTRATION: WWW.FRESNOCITD.ORG/TRAIN