



California's Premiere Export Training Series Since 2006!

The CalAgX training series will help you navigate through new regulations and standards, as well as develop your export skill sets to grow your business beyond our borders.

COMPREHENSIVE EXPORT TRAINING FOR CALIFORNIA FOOD & AGRICULTURE

May 12, 2022 - Jul 14, 2022 (Thursdays) | 9:00 - 11:00 am | Online via Zoom

WHAT THE CALAGX CAN DO FOR YOU:

- Develop the "next steps" for your company to expand your sales on a global scale
- Understand the financial and promotional export assistance that is available
- Establish contacts with experienced professionals in international finance, logistics and trade
- Respond to international sales inquiries and trade leads
- Learn the details of moving your product overseas and getting paid
- Identify and resolve company barriers to exporting
- Access to International Trade Specialists from around the world
- Gain knowledge from the experience of other exporters
- Develop an international marketing plan with actionable tactics

PROGRAM OVERVIEW:

Module 1: Exporting CA food and agriculture in an evolving world.

Module 2: Transportation & Logistics

Module 3: Export Documentation Process

Module 4: Export & Foreign Import Regulations / Legal Aspects

Module 5: Labelling, Packaging & Food Additives

Module 6: Banking, Insurance & Getting Paid

Module 7: Export Assistance Providers

Module 8: Finding the Right Market through Research

Module 9: Developing an Export Plan, Pricing & Finding Buyers

Module 10: Art of Negotiation in a Cross-Cultural Setting

TARGET INDUSTRIES

- Dairy - Milk, Cheese, Ice Cream, etc.
- Processed Foods - Breads, Ready Meals, Bakery Items, Canned Food, etc.
- Consumer-Oriented - Sauces, Snack Foods, Condiments, Specialty Foods, etc.
- Fresh Produce - Treefruit, Grapes, Vegetables, etc.
- Dried Fruit - Raisins, Prunes, Dates, etc.
- Nuts - Almonds, Walnuts, Pistachio, etc.
- Beverages - Wine, Craft Beer, Specialty Drinks, etc.

QUALIFICATIONS TO PARTICIPATE

- Business must be based in California
- In business at least 1 year
- Product(s) grown and produced in California

REGISTRATION

- \$199 Individual (1 Participant)
- \$299 Company (Up to 3 Participants)
- www.calagx.net

SHOULD WE EXPORT OUR PRODUCT?

- Identify Target Market
- Is there a need or demand for my products
- Know your competition in the Market
- Is there Local Competitors or established Brands
- Find out Pricing information
- Do you need to conform to specific country laws
- Are there MRL, branding, labeling requirements

MAKE DECISION

IN PARTNERSHIP WITH



QUESTIONS? (559) 243-7280 | INFORMATION: WWW.FRESNOCITD.ORG