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In this Issue

- [Trade Consultants](#)
- [2016 NRA show: Booth Space Available for American Food Fair 2016](#)
- [China: Verification of registration information](#)
- [Growing the Cranberry Industry](#)
- [Upcoming Events](#)

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2016 NRA show: Booth Space Available for American Food Fair 2016

For a limited time only, access funding to help cover exhibit costs at the American Food Fair co-located with the National Restaurant Association (NRA) Show (May 21-24, 2016 in Chicago, IL). This show is the largest annual gathering of restaurant, foodservice, and lodging professionals in the world. Take advantage of the biggest opportunity of the year, and sign up now to reserve your space and meet buyers interested in sourcing your product. For more information, contact Ashwini Rao at 608-224-5119 or via email at ashwini.rao@wi.gov.

China: Verification of registration information

FDA has requested companies with facilities already registered for export to China to review the current listing of each facility on the [CNCA website](#). FDA is requesting that companies ensure the names of the products listed for each of their facilities matches one of the names listed on the [CNCA list of acceptable product names](#).

Additionally, FDA is requesting companies verify that each listed facility is currently capable of producing the products listed on the CNCA website. Once verification of the information is complete, companies should email Esther Lazar (esther.lazar@fda.hhs.gov), confirming all of the details are correct or noting any changes that must be made.

Contact DATCP's Lisa Stout (lisa.stout@wi.gov/ 608-224-5126) for more information.

Growing the Cranberry Industry

With the cranberry industry continuing its strong focus on expanding exports of the native fruit, DATCP's International Agribusiness Center, along with the Wisconsin State Cranberry Growers Association (WSCGA), brought a group of Mexican food buyers to tour Wisconsin's cranberry industry (Oct 19-23). The buyers met directly with cranberry suppliers and toured Wisconsin cranberry marshes and processing facilities. The group also toured the Wisconsin Cranberry Discovery Center in Warrens, which has a museum featuring interactive displays and information about the industry and history of Wisconsin cranberries. Cranberries are Wisconsin's No. 1 fruit crop in both value and acreage, bringing in a total value of more than \$935 million annually and supporting nearly 4,000 jobs in the state. [Click here](#) to see some of the highlights from the tour.

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Upcoming Events

Last day to register! [Food Export Seminar: Meeting Buyers' Expectations](#)

When: November 4, 2015

Where: Wausau, WI

Cost: \$50

Contact: Lisa Stout, 608-224-5126, lisa.stout@wi.gov

Join Food Export-Midwest and the Wisconsin Department of Agriculture, Trade and Consumer Protection for a full day of exporting education topics. If you are looking to grow your business, don't miss this opportunity to learn about the various export issues and how you can meet your international buyers' expectations. Sign

[Food Show Plus at ANTAD 2016](#)

When: March 14-18, 2016

Where: Guadalajara, Mexico

Early Registration Deadline: November 23, 2015 - \$225

Contact: Ashwini Rao, 608-224-5119, ashwini.rao@wi.gov

[EXPO ANTAD](#) is Mexico's and Latin America's largest food and supermarket show. Explore opportunities for your products in a wide range of retail segments from the mass market to the high-end niche market. Shared booth spaces are available.