

INTERNATIONAL TRADESHOWS EXEMPTED FROM THE BRANDED PROGRAM GRADUATION REQUIREMENT

The Foreign Agricultural Service (FAS) of the USDA has determined that certain approved international tradeshow activities in foreign countries may be exempt from the Branded Program graduation. These shows include:

- A1 Fares
- ANUGA Cologne*
- Asia Fruit Logistica
- Asia Pacific Leather Fair
- BETA International (equestrian)
- BioFach
- China Fisheries & Seafood Expo 
- Seafood Expo Global*
- Fiera Cavelli (equestrian)
- Fish International
- Food and Hotel Asia*
- Food Ingredients Asia
- Food Ingredients Europe
- Food Ingredients South America
- FOODEX Japan*
- Fruit Logistica (Berlin)
- Gulfood*
- HOFEX
- Interzoo
- IPM (horticultural)
- ISM Cologne
- Prowein
- Seafood Expo Asia 
- SIAL Brazil
- SIAL Paris*
- Vinexpo Asia
- Vinexpo Bordeaux
- VinItaly
- Zoomark

* Food Export–Midwest and Food Export–Northeast will offer Food Show PLUS!™ services at these events. To learn about our Food Show PLUS!™ activities please see page 57 of the Branded Program Exporter Manual. Visit our website to register for these activities.

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