

## International Trade Shows Exempted from the Branded Program Graduation Requirement

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

ANUGA Cologne  
SIAL Mercosur\*  
Food Ingredients Europe  
IPM ESSEN  
European Seafood Exposition  
Food Ingredients Asia  
ISM Cologne\*  
Gulfood\*  
FOODEX Japan\*  
IFIA Japan  
HOFEX  
BioFach  
The London International Wine and Spirits Fair  
BETA International (equestrian)  
Fiera Cavelli (equestrian)  
Zoomark  
Fruit Logistica  
Prowein  
Vinexpo Asia  
Vinexpo Bordeaux  
VinItaly

\* Food Export-Midwest and Food Export-Northeast will offer Food Show PLUS!<sup>TM</sup> services at these events. To learn about our Food Show PLUS!<sup>TM</sup> activities please see page 50 of the Branded Program Manual. Visit our websites to register for these activities.