



- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## AgriFood Manufacturers & Producers Expo

July 25-27, 2010 • Johannesburg, South Africa

- Introduce new products to importers and key buyers in the South African market
- Exhibit in SUSTA's pavilion
- SUSTA will have a chef on-site sampling products

South Africa has a population of around 46 million people and possesses a modern infrastructure supporting an efficient distribution of goods to major urban centers throughout southern Africa. Africa's rapidly expanding middle class, their changing lifestyles and growing disposable income all point to new opportunities. South Africa's strong economy is expected to continue, which could lead major food retailers to increase their selection of imported and locally produced items. The food retail sector continues to expand, while supermarkets and convenience stores are rapidly becoming the dominant food retail outlets.

### Best Prospects:

■ Sauces	■ Meats
■ Condiments	■ Processed Foods
■ Dried Foods	■ Nuts
■ Desserts	■ Jams/Jellies
■ Beverages/Juices	■ Frozen Foods

### Important Information:

- **Participation fee: \$250** (non-refundable after April 30, 2010)
  - Includes passes and booth furnishings
- SUSTA will handle all show logistics
- SUSTA will pay for up to 50 lbs of shipping
- SUSTA will provide display cases, shelving or refrigeration for products
- **Deadline for application and fee is April 30, 2010**
- **Products will need to be provided for shipping by June 15, 2010**
- Sign up on the Events page at [www.susta.org](http://www.susta.org)



Register on the Events page  
at [www.susta.org](http://www.susta.org)

#### Contact:

Yolanda Roundtree

Florida Department of  
Agriculture and Consumer  
Services

Phone: 850-413-7961

Email:

[roundty@doacs.state.fl.us](mailto:roundty@doacs.state.fl.us)

OR

Alden Harris

Alabama Department of  
Agriculture and Industries

Phone: 334-240-7232

Email:

[alden.harris@aqi.alabama.gov](mailto:alden.harris@aqi.alabama.gov)