



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

Canada Outbound Trade Mission

Seafood Outbound Mission (Ontario)

October 25-29, 2010 • Toronto, Ontario, Canada

- Meet with seafood importers and key buyers in Toronto, Canada
- Pre-arranged one-on-one business meetings
- On-site visits with seafood importers/buyers
- Walk the Grocery Innovations Trade Show

Canada is the second most important single country market for exports of U.S. fish and seafood after Japan and accounted for almost 18% of total U.S. fish and seafood exports to the world. Import market demand for fish and seafood in Canada is driven by three sectors, retail grocery, foodservice, and further processing. The United States is the No. 1 supplier to the Canadian import market for fish and seafood. Strong demand for U.S. ready-to-prepare edible fishery products for foodservice and the expansion of U.S. superstore retailers in Canada are two factors behind an upsurge in Canadian imports of fish and seafood from the United States.

Best Prospects:

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|------------------------------|-------------------------|
| ■ Seafood – Fresh and Frozen | ■ Seafood - Value Added |
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Important Information:

- **Participation Fee: \$350**
- Participation is limited to 5 SUSTA region companies
- U.S. carrier coach airfare paid for only **one** participant per company
- Pre-arranged one-on-one meetings with key buyers; on-site visits with importers/buyers; attend the Grocery Innovations Trade Show
- **Deadline for application: August 1, 2010**
- *No refund on participation fees after August 15, 2010*
- Sign up on the Events page at www.susta.org or contact the activity managers listed at right



Register on the Events page
at www.susta.org

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