



SUSTA
Southern United States Trade Association

Canada Produce Virtual Trade Mission

Virtual
May 3 – June 11, 2021

Canada relies heavily on imported produce due to limited growing seasons in the country's northern climate. The Canadian market also relies on the U.S. for increased varieties of horticulture, alcoholic beverages and high value-added products. The two countries share similar cultures and language, and close geographic proximity minimizes barriers to entry and makes Canada especially appealing to U.S. companies that are new to export. In 2018, U.S. exports of consumer-oriented products to Canada reached \$16 billion, nearly double the value of the next largest market. This inbound trade mission offers SUSTA registered companies an opportunity to showcase their farms and produce to a group of Canadian produce importers.

This mission is geared towards mid-sized organizations ready to export high-quality produce in high volumes to the Canadian buyers. Once registered, SUSTA's in-country consultant, Argyle, will host a consultation to discuss the Canadian market, your organization and the potential buyers. Between May 3rd and June 11th, you will then meet virtually with Canadian buyers through Zoom meetings. Afterwards, Argyle will help facilitate continued conversation with the buyers, as needed. This is a great opportunity to meet with Canadian buyers from the safety of your home!

Participation Fee: \$25.00

Fee Includes:

- Virtual Consultation with in-country consultant
- Pre-Arranged one-on-one meetings

Registration Deadline: April 30, 2021 (No refunds for cancellation after this date)

Industry Focus: Produce

Product Description: Blueberries, Strawberries, Melons, Watermelons, Root Vegetables, Squash

Activity Managers:

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