



Fine Food Australia 2019

Sydney, Australia
September 9-12, 2019

Australia is the world's 14th largest economy, with nominal GDP of US\$1.2 trillion in 2017 and one of the highest levels of per capita GDP in the world. The market for food grocery sales in Australia is concentrated in areas where population and disposable income is the greatest. It is estimated that over 85 percent of the products on Australian supermarket shelves are imported, made from imported ingredients or produced locally by foreign owned companies. The United States is the second largest supplier of imported consumer-oriented food products after New Zealand. Consumer-oriented food products represent more than 76 percent of all U.S. agricultural exports to Australia.

Consumers are increasingly demanding foods that are healthy but also convenient, with organic, gluten-free and functional foods growing in popularity. SUSTA companies that have products fitting into these categories have potential in a marketplace that has room for expanded US growth. Best prospects in this market include organic, healthy and natural products, wholegrain chips, energy drinks, mineral and non-sweetened water, functional foods and ethnic based trends particularly Mexican food, spice blends, and marinades.

Recognition of market structure and trends require exporters to understand that the Australian market is well educated, willing to try new product and is committed to healthy, green trends. Innovative packaging has an advantage and is becoming increasingly important to consumers as well. The healthy segment spills over to convenience foods including microwave and fast food options demonstrating a market potential in the food service and frozen food sectors.

Participation Fee: \$ 1,429 (if you register and pay before April 9, 2019); \$ 1,629 (if you register after April 9, 2019)

Fee Includes:

- 9m² booth and standard furniture package
- Allowance of up to 100 lbs. of samples shipped to the show through SUSTA's designated freight forwarder.* Please note that chargeable weight is based on actual or dimensional weight (in inches, length x width x height/166, whichever is greater.)

**Fresh/frozen/chilled products may be subject to separate allowances.*

Registration Deadline: July 12, 2019 (No refunds for cancellation after June 9, 2019)

50% CostShare: Apply now for SUSTA's 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Ingredient, Natural/Health, Retail Products

Product Description: Meat, Poultry, Seafood, Dairy, Fresh and Processed Fruits and Vegetables, Non-Alcoholic & Alcoholic Beverages, Prepared Foods, Condiments and Sauces, Snack Foods, Bakery Products, Tree Nuts, Breakfast cereals, Baby foods

Activity Managers:

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