



South Africa Inbound Trade Mission to America's Food & Beverage Show

Miami, Florida
September 23, 2021

South Africa, with a population of approximately 56 million people, has a market-oriented economy, well-developed infrastructure, and a growing consumer demand for value-added foods. It is highly diversified and self-sufficient in primary foods, except for wheat, oilseeds, and rice, and has a well-developed processed food sector and competitive horticulture sector. South Africa serves as a gateway for distribution throughout the region and U.S. products may be shipped to neighboring countries. In 2018, the United States only accounted for 5 percent of the \$6.6 billion in total imports of agricultural products to South Africa but changing consumer trends continue to create opportunities for U.S. exporters in the market, especially for those exporting convenience or ready-to-eat foods and natural/organic products.

Southern U.S. consumer-oriented/value-added foods have the best prospects in the South African market. According to USDA export data, the top 10 consumer-oriented products exported from the United States to South Africa were: poultry meat & products (including eggs), prepared food, condiments & sauces, dairy products, processed fruit, chocolate & cocoa products, non-alcoholic beverages (ex. juices, coffee, tea), tree nuts, dog & cat food, and beef & beef products.

*This event is also taking place in conjunction with the Taiwan and Brazil Inbound Trade Missions.

Participation Fee: \$8.33

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from South Africa

Registration Deadline: July 23, 2021 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredients, Natural/Health, Organic, Retail Products

Product Description: (Suitable products include, but are not limited to): Snack foods, Poultry products (eggs), Nuts (especially almonds), Prepared foods, Breakfast cereals, Baby foods, Bread products

Activity Managers

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.

