



Canada Beer and Spirits Inbound Trade Mission to KY & TN

Louisville, KY & Nashville, TN
September 23-26, 2024

Canada is a highly developed economic market and a leading export destination for U.S. agricultural products, offering a stable financial market and sophisticated logistics network supporting \$136 million USD of daily two-way trade in food and agricultural products. Canada continues to be the top international market for U.S. consumer-oriented agricultural products, accounting for approximately 24 percent of the United States' total global consumer-oriented agricultural export, which is forecast to reach a value of \$20 billion in 2023. The Canadian beverage alcohol market is a highly competitive and sought-after jurisdiction due to government-controlled importing and large-scale retail distribution.

This mission will primarily target beer and spirits companies with proven success in the U.S. or other export markets, who are interested in exporting to Canada. The trade mission will include one-on-one meetings OR on-site visits with beverage alcohol agents from provinces across Canada, offering market entry via customers from multiple regions. SUSTA activity managers and in-country consultants are here to help SUSTA companies enter this exciting market, with a pre-mission educational session taking place virtually and an opportunity for companies to ask questions and learn more about the market before meeting buyers.

Participation Fee: \$25

Fee Includes:

- Prearranged one-on-one meetings or site visits with buyers from Canada
- Pre-mission educational session

Agenda

Monday, Sept 23rd (All day): meetings and company visits in Louisville
Tuesday, Sept 24 (Morning): meetings and company visits in Louisville
Wednesday, Sept 25 (All day): meetings and company visits in Nashville
Thursday, Sept 26 (Morning only): meetings and company visits in Nashville

Registration Deadline: July 23, 2024 (No refunds for cancellation after this date)

Industry Focus: Beer and Spirits

Product Description: Beer and Spirits

Activity Managers:

Kentucky Department of Agriculture

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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