



Central America Inbound Trade Mission to Americas Food and Beverage

Miami, Florida
September 28, 2027

Central America is a dynamic and growing market for U.S. agricultural exports, with the region importing approximately \$3 billion in consumer-oriented products from the United States. Comprising six countries—Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama—Central America has a combined population of over 55 million, with Guatemala being the most populous. The region maintains strong commercial and social ties with the United States, benefiting from geographic proximity and favorable trade conditions under agreements such as CAFTA-DR and the U.S.-Panama Trade Promotion Agreement. This agreement provides U.S. food products with a competitive advantage, facilitating easier market access and tariff reductions.

Several product categories have shown significant growth in Central America, including pork and pork products, dairy products, poultry meat and products (including eggs), processed fruits and vegetables, bakery goods, cereals, pasta, snacks, confectionary products, condiments and sauces, and pet food. Demand for high-quality and competitively priced U.S. food products continues to rise, driven by evolving consumer preferences and a growing interest in health-conscious options.

SUSTA is bringing Central American and Mexican buyers to the Americas Food & Beverage Trade Show in Miami. The trade missions will take place at the convention center on the second day of the trade show. If you would like to meet with all the foreign buyers, you must register for each trade mission separately. Join SUSTA in this exciting opportunity to meet with buyers from Central America to discuss your products and opportunities in the region!

This event is taking place in conjunction with the Mexico Inbound Trade Mission

Participation Fee: \$35.00

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Central America
- This opportunity **does not** include booth space or a pass to the trade show floor.

Registration Deadline: July 28, 2027 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Food Service Products, Produce, Retail Products

Product Description: Beverages (including Non-Alcoholic and High-Protein Drinks), Alcoholic Beverages, Dairy Products, Bakery Products, Cereals and Pasta, Snacks, Confectionery, Condiments and Sauces, Prepared and Convenience Foods (including Ready-to-Eat and Frozen Meals), Better-for-You Products (including High-Protein, Gluten-Free and Low-Sugar Options), Deli Products, Ethnic and Specialty Foods, Fresh and Processed Fruits and Vegetables, Poultry and Egg Products, Pork, Beef and Other Red Meat Products, Seafood, and Pet Food, etc.

Activity Managers

**Florida Dept. of Agriculture & Consumer
Services**

Whitney Lett

Development Representative Supervisor

(850) 617-7333

Whitney.Lett@FDACS.gov

Georgia Department of Agriculture

Sarah Cook

Business Development

(229) 454-0612

Sarah.Cook@agr.georgia.gov

If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler)

and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) 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

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. 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.