



# SUSTA

Southern United States Trade Association

## Canada Outbound Trade Mission

Toronto, Canada  
September 7-8, 2022

Canada's population is approximately 38 million, and 90 percent of Canadians live within 100 miles of the U.S. border. Canada's two largest cities, Toronto, Ontario and Montreal, Quebec, account for 60 percent of Canada's economic activity and population. Canada is a highly developed economic market and a leading export destination for U.S. agricultural products, offering a stable financial market and a sophisticated logistics network supporting \$136 million USD of daily two-way trade in food and agricultural products. Canada's population has a high and diversified level of mass consumption. In 2019, imports of U.S. consumer-oriented products to Canada reached \$16 billion, more than double the value of the next largest market, Mexico. Canada sources nearly 60 percent of total consumer-oriented product imports from the U.S.

Toronto is an important market for southern U.S. food manufacturers because of its size, proximity and access to retail contacts. This mission aims to educate companies about its uniqueness and the potential it offers. This Canada Outbound Trade Mission is ideal for new exporters who want to learn about the Canadian market through experiencing the market in-person. Participants will also have the opportunity to tour major grocery chains and specialty gourmet stores and to meet one-on-one with food brokers, distributors and buyers from select specialty gourmet stores.

**Participation Fee:** \$600

**Early Bird Special:** \$400 (if you register and pay before May 7, 2022)

### Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;\*
- In-country transportation to meeting locations;
- Market Briefing;
- Retail Tours;
- One-on-one meetings with Canadian buyers

*\*Participants must participate in all mission activities to be eligible for airfare or lodging reimbursement*

**Registration Deadline: July 7, 2022 (No refunds for cancellation after this date)**

**50% CostShare:** Apply now for 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, Organic, Retail Products

**Product Description:** Juices and non-alcoholic beverages, Tree nuts, Prepared foods, Seafood and meat, Beverages, Health products, Condiments & Sauces, Specialty foods, Breakfast cereals, Poultry, Wine

### Activity Managers:

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