



USDA Outbound Trade Mission to Canada

Toronto and Montréal
September 3-6, 2019

SUSTA is partnering with the U.S. Department of Agriculture on a trade mission to Montréal and Toronto in September 2019. Participants will engage in personalized business-to-business meetings arranged by local staff from USDA's Foreign Agricultural Service. U.S. government and industry trade experts will guide you through in-depth briefings and site visits where you will gain an understanding of the intricacies of the Canadian market.

Canada is the top destination for U.S. exports of high-value agricultural products, with a total of \$16.2 billion exported to Canada. Some of the top export categories include: fresh and processed fruits and vegetables, meats, prepared food, snack food, and pet food. Overall, at \$20.2 billion, Canada is the second largest export market for U.S. agricultural products. Consumer-oriented agricultural goods account for nearly 80 percent of U.S. exports to Canada, followed by intermediate goods and bulk commodities.

SUSTA has five spots available for this trade mission. Participation is contingent upon USDA review.

Participation Fee: \$400*

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation
- One-on-one meetings with qualified buyers
- Market briefing by local USDA, Foreign Agricultural Service
- Retail tour

Complete the following:

Step 1: Complete the registration on SUSTA's website and pay \$400 participation fee

Step 2: We will follow up with you to complete the USDA registration form

Step 3: You will be notified if USDA approves your company for the event (If not approved by USDA, a refund will be given)

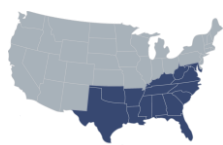
Registration Deadline: June 5, 2019 (no refunds if cancellation after May 20, 2019)

Product Description: Suitable items include but are not limited to prepared foods, beef and beef products, pork and pork products, fresh fruits and vegetables, processed fruits and vegetables, snack foods, confectionery, organic products, wine, condiments & sauces, spirits, tree nuts, live animals, feeds & fodders, and fish products.

*Companies that participate in the trade mission to Canada can apply for SUSTA's 50% CostShare program to request 50% reimbursement of participation fee and other expenses. Please contact CostShare@susta.org for more information.

***Itinerary details to follow once provided by USDA**

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