



Canada Beer, Wine & Spirits Outbound Trade Mission

Toronto, Canada
June 1-2, 2022

Canada is the top destination for U.S. exports of high value-added agricultural products, with a total of \$16.2 billion exported to Canada. Canada’s federal Importation of Intoxicating Liquors Act gives the provinces and territories full control over the importation of intoxicating liquor into their jurisdictions. Provincial liquor commissions control the sale of alcoholic beverages in Canada and the market structure can vary considerably from province to province. Alcoholic beverages can only be imported through the liquor commissions in the province where the product will be consumed. In general terms, U.S. exporters are required to have their products “listed” by the provincial liquor control agency. In many provinces, U.S. exporters must have a registered agent who provides the necessary marketing support, within the province, to obtain a provincial liquor board listing.

Participation Fee: \$600

Early Bird Discount: \$400 (if you register and pay before February 1, 2022)

Fee Includes:

- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation*
- Market Briefing & Retail Tour
- Pre-arranged matched one-on-one meetings

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

Registration Deadline: April 15, 2022 (No refunds for cancellation after this date)

Industry Focus: Alcohol Beverages

Product Description: Wine, Distilled Spirits and Craft Beer (ex. still red and white wines and whiskey)

Activity Managers:

North Carolina Dept. of Ag. & Consumer Services

John Hammond
International Trade Specialist
(919) 707-3160
John.Hammond@ncarg.gov

Kentucky Dept. of Agriculture

Jonathan Van Balen
Import/Export Advisor
(502) 782-4132
Jonathan.VanBalen@ky

Maryland Dept. of Agriculture

Mark Powell
Chief – Agriculture & Seafood Marketing
(410) 841-5775
Mark.Powell@maryland.gov

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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