



Canada Inbound Trade Mission to the Global Produce & Floral Show

Atlanta, Georgia
October 20, 2027

Canada is an important market for fresh produce from the United States. In 2025, Canada was the top export market for fresh fruits and vegetables from U.S., with \$1.65 billion and \$1.85 billion USD in exports respectively. The U.S. enjoys 55% market share of imported vegetables in Canada, along with 36% market share of imported fruit in Canada.

Registering for this event will allow companies to meet one-on-one with qualified buyers from Canada in Georgia the day before the Global Produce and Floral Show and explore the Canadian market at a very low cost. Companies will have tabletop meetings and will be able to present sales sheets, pallet configurations, and samples (if available) to each buyer in a 25-minute window.

Participation Fee: \$35.00

Fee Includes:

- Pre-arranged one-on-one meetings with Canadian buyers, importers, and distributors

Registration Deadline: August 20, 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, Retail Products

Product Description: Suitable products include, but are not limited to: fresh produce and value-added produce items.

Activity Managers

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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

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