



Bogota  
June 3 - 6, 2019

## USDA Trade Mission to Colombia

SUSTA is partnering with the USDA on a trade mission to Colombia, the largest consumer of U.S. agricultural products in South America. In fiscal year 2017, U.S. agricultural exports to Colombia were valued at \$2.6 billion. Colombia's total imports of consumer-oriented products grew 8 percent in fiscal year 2017. The United States has taken the lead in the import market share of consumer-oriented products and the U.S. consumer-oriented product exports were up 12 percent to \$573 million in fiscal year 2017. Some of the products with the best sales potential are: confectionary products, wine and alcoholic beverages, tree nuts, processed fruits and vegetables, and healthy food products.

While in Bogota, you'll participate in personalized business-to-business meetings arranged by local staff from USDA's Foreign Agricultural Service. Through in-depth briefings and site visits, you'll also gain an understanding of the intricacies of the Colombian market – from cultural expectations, to consumer tastes, to regulatory complexities – positioning yourself for future success in your business dealings there.

**Participation Fee:** \$400\* (Participation is contingent upon USDA review)

### 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 and retail tours
- Interpreters as needed

### 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:** March 1, 2019 (no refunds if cancellation after this date)

**Suitable products include:** **Consumer oriented products:** Prepared foods, dairy products, beef and beef products, pork and pork products, poultry meat and products, snack foods, fresh fruits and vegetables, processed fruits and vegetables, snack foods, dog and cat food, tree nuts, condiments and sauces, wine, beer, and spirits. **Intermediate products:** Soybean meal, soybean oil, vegetable oil (excluding soybean oil), feeds & fodders, distillers grains, planting seeds, sugar and sweeteners, animal fats, and live animals. **Bulk products:** Corn, soybeans, wheat, pulses, cotton, and rice. **Agricultural related products:** Forest products, 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](mailto:CostShare@susta.org) for more information.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

[www.susta.org](http://www.susta.org), (504)568-5986, [susta@susta.org](mailto:susta@susta.org)

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