Brazil Inbound Trade Mission to
America’s Food & Beverage Show

Decreases in unemployment, record-low interest rates, and control over inflation has contributed to increased consumer spending. Brazil accounts for more than a third of the region’s entire consumer market. Half of its population of approximately 200 million is considered middle class and around 16 million are at the top of the social pyramid, the very rich consumers. These top consumers are somewhat insulated from economic downturns and remain a primary target for US exporters.

As Brazilians change their tastes and consumption habits with this expanding middle and upper-class, this opens new opportunities for US suppliers. From January to November 2018, exports from the United States to Brazil decreased 5.8 percent; however, the United States’ position in the rank of agricultural product suppliers to Brazil went up from third to second place, only behind Argentina.

*This event is also taking place in conjunction with the South Africa and Taiwan Inbound Trade Missions

**Participation Fee:** $8.33

**Fee Includes:**
- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Brazil

**Registration Deadline:** July 23, 2021 (No refunds for cancellation after this date)

**Industry Focus:** Ingredient, Natural/Health, Pet Food and Products, Retail Products

**Product Description:** (Suitable products include, but are not limited to) Gourmet products, Condiments & Sauces, Grains & Cereals, Olive oils, Snacks foods, Health food products, Fruit & vegetable juices, Frozen meals, Confectionary products, Pet Foods

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