



Fine Food Australia 2018

Melbourne, Australia
September 10--13, 2018

Australia is the world's 12th largest economy, with nominal GDP of US\$1.2 trillion and one of the highest levels of per capita GDP in the world. The market for food grocery sales in Australia is concentrated in areas where population and disposable income is the greatest. It is estimated that over 85 percent of the products on Australian supermarket shelves are imported, made from imported ingredients or produced locally by foreign owned companies. In 2015, Australia imported over US\$1.5 billion of U.S. food and agricultural products, representing 10 percent of Australia's total agricultural imports. Consumer oriented products accounted for over 75 percent of U.S. total agricultural exports last year. Australia's major sources of imports are China, the United States, Japan, Singapore and Germany. Consumers are increasingly demanding foods that are healthy but also convenient, with organic, gluten-free and functional foods growing in popularity. SUSTA companies that have products fitting into these categories have potential in a marketplace that has room for expanded US growth. Best prospects in this market include organic, healthy and natural products, wholegrain chips, energy drinks, mineral and non-sweetened water, functional foods and ethnic based trends particularly Mexican food, spice blends, and marinades. The U.S. - Australia Free Trade Agreement has provided some advantages for U.S. products, including offering a zero tariff rate for all U.S. food product imports entering Australia. U.S. products are well regarded for their quality and value.

Participation Fee: \$1,350(for a corner booth); \$1,200(for an in-line booth)

Fee Includes:

- 9 sq. meter booth with lockable counter, signage, and electricity
- Allowance of up to 100 lbs. of samples shipped to the show through SUSTA's designated freight forwarder. Please note that chargeable weight is based on actual or dimensional weight (in inches, length x width x height/166, whichever is greater.)
- Travel and accommodations responsibility of company*

***50% CostShare:** Apply now for SUSTA's 50% CostShare to request 50% reimbursement of travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Registration Deadline: June 15, 2018 (No refunds for cancellation after this date)

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

Product Description: Meat, Poultry, Seafood, Dairy, Fresh and Processed Fruits and Vegetables, Non-Alcoholic & Alcoholic Beverages, Prepared Foods, Condiments and Sauces, Snack Foods, Bakery Products, Tree Nuts, Breakfast cereals, Baby foods

Activity Managers:

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