



Central America Virtual Trade Mission

Virtual
October 25-28, 2021

Central America and the Caribbean, with their close geographical and economic ties to the United States, have always been an important market for U.S. agricultural exports. U.S. market share in this region averages more than 40 percent, the highest outside of Canada and Mexico. The CAFTA-DR agreement was implemented on a rolling basis between the United States and six Central American and Caribbean trading partners: El Salvador, Guatemala, Honduras, and Nicaragua in 2006; the Dominican Republic in 2007; and Costa Rica in 2009. At a combined \$4.4 billion, the CAFTA-DR countries rank as the seventh-largest agricultural market for U.S. exports. These markets offer great opportunity for Southern U.S. exporters.

Join SUSTA on this exciting virtual trade mission without leaving your home! Participation in this mission includes a market research report on your products, a market briefing on current market conditions and virtual meetings with buyers.

Important Dates:

- Week of August 16th: Discussions with Strategos (SUSTA's Consultant) regarding company, products and goals
- Week of August 23rd: Customized Market Assessment delivered to participating companies
- October 25th: Market Briefing
- October 26th–28th: One-on-one virtual meetings with buyers

Fee Includes:

- Market Briefing
- Customized Market Assessment
- Translation of 2-page marketing material from English to Spanish
- One-on-one meetings with Central American buyers
- Reimbursement of up to \$100 in sample shipping costs with proper documentation

Registration Deadline: August 16, 2021 (No refunds for cancellation after this date)

Product Description: Juices and non-alcoholic beverages, Tree nuts, Prepared foods, Seafood and meat, Beverages, Health products, Condiments & Sauces, Specialty foods, Breakfast cereals, Poultry, Wine

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

Activity Managers:

North Carolina Dept. of Ag. & Consumer Services

Allison Tuszynski
Specialty Food Specialist
(919) 707-3174
Allison.Tuszynski@ncagr.gov

Louisiana Dept of Ag. & Forestry

Deana Erdey
Assistant Director
(225) 922-2903
DErdey@ldaf.state.la.us

Florida Dept. of Ag. & Consumer Services

Yolanda Roundtree
Development Representative Supervisor
(850) 617-7315
Yolanda.Roundtree@FDACS.gov

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

www.susta.org, (504)568-5986, susta@susta.org



SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA.

SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.