



Outbound Trade Mission to Ghana

Accra, Ghana
November 8-10, 2027

Ghana is one of West Africa's most dynamic and accessible consumer markets, offering significant opportunities for U.S. food, beverage, and consumer product exporters. With a population of over 35 million and serving as a strategic gateway to the West African market, Ghana has emerged as one of the most attractive entry points for U.S. companies seeking regional expansion. In Ghana, consumer-oriented products accounts for the majority of food product imports.

Rising middle-class incomes, a young population, and evolving consumption patterns are fueling demand for packaged foods, healthy beverages, snacks, processed and value-added foods, animal proteins, convenience products, and specialty imports. The expansion of supermarkets, hotels, restaurants, and modern distribution channels is accelerating demand for reliable international suppliers, particularly from the United States.

While U.S. products are widely recognized for their quality, safety, and innovation, they remain underrepresented relative to European and Asian competitors. This presents an opportunity for U.S. exporters to establish long-term distribution partnerships in Ghana while leveraging the country as a gateway to the ECOWAS market of more than 425 million people.

This Outbound Trade Mission provides U.S. suppliers with a unique opportunity to meet directly with pre-qualified importers, distributors, retailers, and foodservice buyers. Participants will gain valuable market insights, explore distribution opportunities, and engage in targeted one-on-one business meetings designed to support export growth and long-term market entry.

Participation Fee: \$600; **Early Bird Special:** \$400 (if you register and pay before March 10, 2027)

Fee Includes:

- Pre-arranged one-on-one meetings
- Market briefing and retail tours
- In-country transportation to meeting locations
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*
- Reimbursement of lodging within the Federal per diem rate for one company representative with the submittal of required supporting documentation

*Fresh/frozen/chilled products may be subject to separate allowances

Participants must participate in all mission activities to be eligible for lodging reimbursement

Registration Deadline: **September 8, 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: Dairy Products, Processed Foods, Cereals, Confectionery & Snack Foods, Beverages

Product Description: Poultry meat, Frozen fish, Margarine & Butter, Milk powder, Cheese, Oats, Cornflakes, Tomato paste, Canned Fish, Instant noodles, Potato Chips, Crackers, Sweets, Wafer Biscuits, Cookies, Rice, Wheat, Pasta, Soft drinks, Wine.

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

Florida Department of Agriculture & Consumer Services

Yolanda Roundtree, Chief, Bureau of
Seafood and Agriculture
(850) 617-7315

Yolanda.Roundtree@FDACS.gov

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 \(state.gov\)](#)
and monitor the [Travel Advisories \(state.gov\)](#) 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

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.