



## **South Africa Inbound Trade Mission to America's Food & Beverage Show**

*Miami, Florida  
September 13, 2022*

With a population estimated at 59 million people, South Africa is one of the most advanced and diverse economies on the African continent. The country is an attractive business destination, due to its growing market and a well-developed infrastructure, catering to efficient distribution of both imported and locally produced agricultural products to major urban centers and the entire Southern African region. In 2019, South Africa's imports of agricultural products were valued at US \$6.4 billion. South African consumer trends are changing and creating opportunities to increase U.S. exports of convenience and ready-to-eat foods, as well as natural and organic products.

Southern U.S. consumer-oriented/value-added foods have the best prospects in the South African market. According to USDA export data, the top 10 consumer-oriented products exported from the United States to South Africa were: chicken cuts and edible offal, wheat, animal feed preparations (mixed feeds), corn (maize) seed other than sweet seed corn, almonds, food preparations, food/drink ingredients, grain sorghum, and turkey cuts.

**\*This event is also taking place in conjunction with the Colombia and Peru 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 South Africa

**Registration Deadline: July 15, 2022 (No refunds for cancellation after June 13, 2022)**

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

**Product Description:** (Suitable products include, but are not limited to): Snack foods, Poultry products (eggs), Nuts (especially almonds), Prepared foods, Breakfast cereals, Baby foods, Bread products

### **Activity Managers:**

#### **Georgia Department of Agriculture**

Sarah Cook  
Director of Domestic Trade  
(229) 454-0612  
[Sarah.Cook@agr.georgia.gov](mailto:Sarah.Cook@agr.georgia.gov)

#### **Florida Department of Agriculture & Consumer Services**

Yolanda Roundtree  
Development Representative Supervisor  
(850) 617-7315  
[Yolanda.Roundtree@FDACS.gov](mailto:Yolanda.Roundtree@FDACS.gov)

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)



*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](mailto: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.*