



## Caribbean and Central American Virtual Trade Mission

Virtual  
November 1-4, 2021

The Caribbean value-added food market is characterized by a strong dependence on foreign food products, especially from the United States due to the region's little arable land, limited supply of water, and no economies of scale and economies of experience. Furthermore, the proximity between some of these Caribbean countries and the US also boosts demand for US value added food products. In 2018, the United States exported over \$1 billion in U.S. consumer-oriented products to the Caribbean Basin, or 53 percent of the market share. The inelastic demand for imported food products in the Caribbean makes it an excellent market for U.S. exporters.

The Central American value added for market is also very promising for US suppliers. US food products are sought after by consumers in these countries due to their health standards, quality and novelty. Since the exercise of CAFTA-DR bilateral trade between the US and Central America (and the Dominican Republic) has increased. A trade treaty between Panama and the US, which came into effect in 2012, has also simplified requirements for the importation of US food products.

US suppliers that register with SUSTA for this activity will meet with buyers from these regions virtually to discuss your products and explore current market conditions from the safety of your home or office!

**Participation Fee:** \$225

**Early Bird Discount:** \$150 (if you register and pay before August 26, 2021)

### Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from the Caribbean and Central America

**Registration Deadline: September 3, 2021 (No refunds for cancellation after this date)**

**Industry Focus:** Food Service Products, Ingredient, Produce and Retail Products  
**Product Description:** Beverages, Deli Products, Ethnic and Specialty Foods, French Fries, Fruits and Vegetables, Juices, Poultry Meat and Products (Excluding Eggs), Prepared Foods, Red Meat and Red Meat Products, Seafood, Snacks, Tomato Paste and Sauces, Wine

### Activity Managers:

#### North Carolina Dept. of Agriculture & Consumer Services

Allison Tuszyński  
Specialty Food Specialist  
(919) 707-3174

[Allison.Tuszyński@ncagr.gov](mailto:Allison.Tuszyński@ncagr.gov)

#### Florida Dept. of Agriculture & Consumer Services Florida

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.