



Canada Buyer Box Program

Virtual
May 24-25, 2027

This virtual trade mission offers a unique opportunity for companies to get consumer packaged goods and high-quality value-added products in front of qualified buyers across Canada without having to travel. Both established and new to export companies can participate in this virtual trade mission. Virtual meetings will be scheduled for participating SUSTA companies during the week of March 24th. In advance of the meetings, companies will ship product samples to SUSTA's Canadian consultant who will assemble sample boxes and ship all products to buyers

***Companies that exhibit with SUSTA at SIAL Canada can have their meetings in-person at the trade show rather than virtually**

Participation Fee: \$35.00

Fee Includes:

- One-on-one virtual meetings with Canadian buyers (total number of meetings based on buyer interest)
- Market briefing with SUSTA's in-country representative in Canada
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*

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

Registration Deadline: January 25, 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: Shelf stable consumer packaged goods, high value-added retail products, non-alcoholic beverages

Product Description: Ambient (shelf-stable) packaged goods such as snacks, cereals, confectionery, cookies, crackers, sauces, seasonings, condiments, dressings, jams, spreads, rice, baked goods, canned goods, non-alcoholic drinks, natural/organic, gluten-free. This activity is not suitable for beverage alcohol. Please note, fresh, frozen, and refrigerated products cannot be shipped in the buyer boxes.

Activity Managers

Kentucky Dept. of Agriculture

Jonathan Van Balen
Import/Export Advisor
(502) 782-4132

Jonathan.VanBalen@ky.gov

Virginia Dept. of Agriculture

Pauline Evins
Project Coordinator
(804) 786-3953

Pauline.Evins@vdacs.virginia.gov

Tennessee Dept. of Agriculture

Christina Slater
Business Consultant
(629)259-1386

christina.slater@tn.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 \(state.gov\)](https://www.state.gov/smart-traveler)
and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) 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.