



Canada Inbound Trade Mission to Seafood Expo North America (SENA)

Boston, Massachusetts
March 6, 2027

Canada was the third largest market for U.S. fish and seafood exports in 2025, totaling \$998 million USD, slightly lower than the European Union (\$1.15 billion) and China (\$1.12 billion). In 2025, U.S. fish and seafood imports accounted for slightly more than half (52%) of all fish and seafood imported to Canada. The North American seafood industry is highly integrated, and U.S. seafood is a staple in Canada across retail and foodservice. American products complement the Canadian supply and fill in gaps across the sector due to seasonality or supply interruptions. U.S. exports are competitive on price and are dominated by processed and frozen seafood products. Seafood in general is a secondary protein choice for most consumers, and sales are dependent on the price of other proteins. U.S. fisheries with high standards for sustainability and traceability are well positioned to meet the demand for such products in Canada.

Seafood Expo North America (SENA) is North America's largest seafood trade exposition, taking place in Boston, Massachusetts, from March 7th to 9th. This exposition gathers exhibiting suppliers from 50 countries to provide North American seafood buyers with one-stop-shop access everything seafood. By participating in this inbound trade mission, you will have the opportunity to meet one-on-one with qualified international importers in Boston the day before the show begins.

This event is taking place in conjunction with the Hong Kong and Singapore Inbound Missions

Participation Fee: \$35.00

Fee Includes:

- Pre-arranged one-on-one meetings with Canadian buyers, importers, and distributors

Registration Deadline: January 6, 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: Seafood – fresh, frozen, and processed

Product Description: Oysters, clams, wild blue catfish, crabs, scallops, and processed seafood products.

Activity Managers

Maryland Dept. of Agriculture Stone Slade Director of International Marketing (410) 841-5779 Stone.Slade@maryland.gov	Virginia Dept. of Agriculture Rachael Peabody Executive Director - Virginia Marine Products Board rachael.peabody@vdacs.virginia.gov	Florida Dept. of Agriculture & Consumer Services Tom Gray Development Representative (850) 617-7338 Thomas.Gray@fdacs.gov
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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

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