Canada Outbound Trade Mission

Toronto, Canada
September 1-2, 2021

Canada’s population is approximately 37.6 million, and 90 percent of Canadians live within 100 miles of the U.S. border. The majority of Canadian consumers are concentrated among 51 metropolitan areas, with populations over 100,000. This mission will take place in Toronto, which is in the province of Ontario and Canada’s most populous city at 2.6 million. The Greater Toronto Area (GTA) has an estimated population of 6.1 million, accounting for 16% of the national population and making up North America’s fifth largest urban area. Toronto’s food and beverage cluster is the second largest – and the fastest growing – in North America.

Toronto is an important market for Southern U.S. food manufacturers because of its size, proximity and access to retail contacts. This mission aims to educate companies about its uniqueness and the potential it offers. This Canada Outbound Trade Mission is ideal for new exporters who want to learn about the Canadian market through interactive Canadian market. Participants will also have the opportunity to tour major grocery chains and specialty gourmet stores and meet one-on-one with food brokers, distributors and select specialty gourmet store buyers.

Participation Fee: $600
Early Bird Special: $400 (if you register and pay before May 1, 2021)

Fee Includes:
- Reimbursement of airfare OR lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation;
- One-on-one meetings with Canadian buyers;
- In-country transportation to meeting locations

Registration Deadline: July 1, 2021 (No refunds for cancellation after this date)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Retail Products
Product Description: Juices and non-alcoholic beverages, Tree nuts, Prepared foods, Seafood and meat, Beverages, Health products, Condiments & Sauces, Specialty foods, Breakfast cereals, Poultry, Wine

Activity Managers:

Kentucky Department of Agriculture
Jonathan Van Balen
Import/Export Advisor
(502) 782-4132
Jonathan.VanBalen@ky.gov

Louisiana Department of Agriculture & Forestry
Deana Erdey
Assistant Director
(225) 922-2903
DErdey@ldaf.state.la.us

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.