



## Outbound Trade Mission to El Salvador

El Salvador  
August 18-20, 2026

El Salvador offers a dynamic and expanding market for U.S. food and beverage suppliers, supported by strong commercial ties through CAFTA-DR. U.S. consumer-oriented exports reached \$344 million year-to-date FY2025, up 13.7 percent, with leading categories such as pork, dairy, food preparations, processed vegetables, poultry, bakery goods, condiments and sauces, chocolate/cocoa, and non-alcoholic beverages. To maximize opportunities, this mission is designed so that participants meet not only key Salvadoran importers but also pre-selected buyers from neighboring Honduras, who will travel to San Salvador for targeted B2B sessions. Honduras complements the opportunity with \$503.9 million in U.S. consumer-oriented imports year-to-date FY2025, up 14 percent, driven by strong demand for pork, dairy, bakery products, and beer. Together these markets provide a strategic gateway for U.S. brands seeking growth in Central America.

This Outbound Trade Mission offers a unique opportunity for U.S. exporters to visit El Salvador and gain firsthand insights into the market while engaging with key stakeholders in the retail, distribution, and foodservice industries of El Salvador and Honduras.

**Participation Fee:** \$600; **Early Bird Special:** \$400 (if you register and pay before April 18, 2026)

### Fee Includes:

- Pre-arranged one-on-one meetings
- Market briefing and retail tours
- In-country transportation to meeting locations
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder\*
- Reimbursement of lodging within the Federal per diem rate for one company representative with the submittal of required supporting documentation

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

*Participants must participate in all mission activities to be eligible for lodging reimbursement*

**Registration Deadline:** **June 18, 2026** (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](mailto:events@susta.org)) team upon registration.

**Industry Focus:** Food Service and Retail Products, Ingredients, Natural/Healthy Products, Organics.

**Product Description:** Pork, dairy, poultry, food preparations, processed and fresh vegetables, bakery goods and cereals, condiments and sauces, chocolate and cocoa, fresh fruit, non-alcoholic drinks and beer, snacks and confectionery, tree nuts, plus natural, organic and health-focused products such as plant-based proteins and functional beverages.

**50% CostShare:** Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

### Activity Managers

#### Georgia Department of Agriculture

Sarah Cook

Business Development

(229) 454-0612

[Sarah.Cook@agr.georgia.gov](mailto:Sarah.Cook@agr.georgia.gov)

#### Florida Department of Agriculture & Consumer Services

Yolanda Roundtree, Chief, Bureau of Seafood and Agriculture

(850) 617-7315

[Yolanda.Roundtree@FDACS.gov](mailto:Yolanda.Roundtree@FDACS.gov)

#### Texas Department of Agriculture

Lidia Sosa

International Trade Specialist

(512) 463-6098

[lidia.sosa@texasagriculture.gov](mailto:lidia.sosa@texasagriculture.gov)

**If you have a question about an event, feel free to contact us at [events@susta.org](mailto:events@susta.org)**

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)

and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

**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)

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