



South Africa Inbound Trade Mission to America's Food & Beverage Show

Miami, Florida
September 19, 2023

South Africa's economy is the third largest in Africa, after Nigeria and Egypt, and one of the most industrialized countries on the continent, boasting an upper middle-income economy and a GDP of \$302 billion. South Africa is a well-developed entry point to do business in the Sub-Saharan Africa region and often follows the United States in food trends. The demand for ingredients for processed foods drives imports for a wide range of products. South Africa imported \$6.2 billion in agricultural products in 2020. Major agricultural imports include rice, wheat and meslin, mixed food/drink ingredients, palm oil, sugar including cane sugar solids, prepared foods, chicken products including edible offal and frozen meat, sunflower seeds, soybean oilcake, and beer made from malt.

Southern U.S. consumer-oriented/value-added foods have the best prospects in the South African market. According to USDA export data, the top 10 consumer-oriented products exported from the United States to South Africa were: poultry meat and products (excluding eggs), tree nuts, soups and other food preparations, processed vegetables, beef and beef products, distilled spirits, dairy products, condiments and sauces, processed fruit, and chocolate and coco products.

***This event is also taking place in conjunction with the Taiwan and Brazil Inbound Trade Missions.**

Participation Fee: \$8.33

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from South Africa

Registration Deadline: July 19, 2023 (No refunds for cancellation after this date)

Industry Focus: Food Service Products, Ingredients, Natural/Health, Organic, Retail Products

Product Description: (Suitable products include, but are not limited to): Snack foods, Poultry products (eggs), Nuts (especially almonds), Prepared foods, Breakfast cereals, Baby foods, Bread products

Activity Managers:

Georgia Department of Agriculture

Sarah Cook
Business Development
(229) 454-0612

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

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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