



Canadian Inbound Mission to the Tropical Plant Industry Expo

*Ft. Lauderdale, FL
January 18, 2017*

In 2015, U.S agricultural exports to Canada totaled \$21.3 billion USD, making Canada the second largest export destination only behind China. Canada is expected to remain as one of the top destinations of U.S agricultural exports in terms of value in 2016. This trading relationship between the U.S and Canada encompasses various industries, one of them being horticulture. In 2012, Canadian companies imported \$389 million USD of Ornamental horticulture products, 45% of which were imported from the U.S. Potted plants represented over 60% of the \$1.06 billion USD of Farm Gate Sales in Canada in 2012. Moreover, U.S forestry exports to Canada reached \$2.2 billion USD in 2015.

The Tropical Plant Industry Exhibition showcases for three days the latest trends in the horticultural industry. Register for this Canada Inbound Trade Mission to TPIE to meet one-on-one with qualified horticulture buyers from Canada.

Eligible MySUSTA companies can log into your account to [register online](#).

Fees:

One-on-one meetings with Canadian buyers \$25
(Travel and accommodations are the responsibility of the company)

Registration Deadline: November 18, 2016
No refunds for cancellation after this date.

Product Description (suitable products but not limited to):

Flowering Plants, Foliage, Liners, Plants, Trees and shrubs, Indoor Plants, Ferns, Tissue Culture

Industry Focus: Nursery

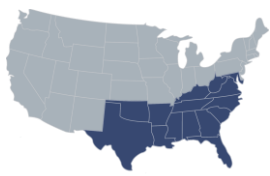
Activity Managers:

Florida Department of Agriculture and Consumer Services

Whitney Lett
Marketing Specialist III
(850) 617-7333
Whitney.Lett@freshfromflorida.com

North Carolina Department of Agriculture & Consumer Services

John Hammond
International Trade Specialist
(919) 707-3160
John.Hammond@ncagr.gov



Southern U.S. Trade Association
701 Poydras Street, Suite 3845
New Orleans, Louisiana 70139

504-568-5986
www.susta.org
susta@susta.org