



SUSTA
Southern United States Trade Association

Canada Produce Inbound Trade Mission to Florida, Georgia & North Carolina

Florida, Georgia & North Carolina
May 16-21, 2022

Canada relies heavily on imported produce due to limited growing seasons in the country's northern climate. The Canadian market also relies on the U.S. for increased varieties of horticulture, alcoholic beverages and high value-added products. The two countries share similar cultures and language, and close geographic proximity minimizes barriers to entry and makes Canada especially appealing to U.S. companies that are new to export. In 2019, imports of U.S. consumer-oriented products to Canada reached \$16 billion, more than double the value of the next largest market, Mexico. This inbound trade mission offers SUSTA registered companies an opportunity to showcase their farms and produce to a group of Canadian produce importers.

Participation Fee:

- \$25.00 – One-on-One meetings and/or site visits in Florida – May 16-17
- \$25.00 – One-on-One meetings and/or site visits in Georgia – May 18-19
- \$25.00 – One-on-One meetings and/or site visits in North Carolina – May 20

Fee Includes:

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

Registration Deadline: April 8, 2022 (No refunds for cancellation after this date)

Industry Focus: Produce

Product Description: Leafy Greens, Blueberries, Sweet Potatoes, Corns, Melons, Vidalia Onions, Citrus, Cucumbers, Tomatoes, Muscadine Grapes

Activity Managers:

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SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.

