



## Europe Inbound Mission to North Carolina & Virginia

North Carolina & Virginia  
June 6-8, 2022

Europe is one of the more mature food retailing markets in the world. Modern grocery represents most of the grocery retailing across all markets in Western Europe, with supermarkets remaining the largest format for grocery shopping. Across markets in Europe, young adults increasingly demand healthy food options that are produced organically and sourced in an ethical way. The demand for free-from foods is also increasing. Retailers continue to invest in new store concepts and ranges to remain relevant in a changing world. Consumers changed the way they shopped for groceries during the lockdowns related to the COVID-19 pandemic in the first half of 2020, and their shopping behaviors have continued to evolve during the crisis.

Join SUSTA in this exciting opportunity to meet with European buyers in North Carolina and Virginia and explore opportunities in the European market!

**Participation Fee:** \$25.00 for one-on-one meetings in Raleigh, North Carolina (June 6)  
\$25.00 for one-on-one meetings in Sterling, Winchester & Harrisonburg, Virginia (June 8)

### Fee Includes:

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

**Registration Deadline: April 30, 2022 (No refunds for cancellation after this date)**

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

**Product Description:** Artisanal, Beverages, Cocktail Drink Mixes, Condiments, GMO and Gluten-free, Ethnic Foods, Frozen Deserts and Entrees, Organic and Natural, Nut Butters

### Activity Managers

#### North Carolina Department of Agriculture & Consumer Services

Allison Tuszynski  
International Marketing Specialist  
(919) 707-3174  
[Allison.Tuszynski@ncagr.gov](mailto:Allison.Tuszynski@ncagr.gov)

#### Virginia Department of Agriculture

Keith Long  
Director – Office of International Marketing  
(804) 371-8990  
[Keith.Long@vdacs.virginia.gov](mailto:Keith.Long@vdacs.virginia.gov)

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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