



Big Picture Report: October 2021

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A Strong Finish for 2021

Guten Tag! I am excited to report that, as I write this message, the ANUGA 2021 trade show in Cologne, Germany is live. In fact, we've just heard from our team at the show: "Besides some larger stands, wider aisles and masks, it all feels pretty normal here."

They're also reporting ANUGA has maintained its pull as a top global show; there are buyers from several countries outside of the EU, and though foot traffic through the show was restricted somewhat from past years, our SUSTA companies are reporting that on the first day of the show, the quality of the buyers at the show is high.



But a picture is worth 1,000 words. We received this photo today with the message, "As you can see, it's like we were never away."

We're looking to a strong finish for the year, with the Expo Antad & Alimentaria in Mexico, Food and Hotel China, and a virtual trade mission for Central America and the Caribbean. As I have said in the past, if there was a silver lining to the COVID disruptions of SUSTA's programs, it was that it forced us to develop new approaches, like virtual marketing.

Further, it forced us all to collaborate in new ways, such as our market consultations and exporter readiness programs. I hope that you have taken advantage of these educational events so that you can execute your marketing strategy in 2022. If not, it is not too late – there are plenty of opportunities left. As I mentioned in last month's Big Picture update, planning and preparation are now more important than ever.

SUSTA programs for next year are now open, and many of you already may have received a reminder to update your MySUSTA account on-line. Make sure you are re-certified for the 2022 program year. I invite you to read through this month's newsletter about preparing for 2022.

We're looking forward to seeing you – in person – in the near future!