



Brazil Inbound Trade Mission to America's Food & Beverage Show

Miami, FL
September 19, 2023

COVID-19 had an adverse effect on the Brazilian economy. GDP is estimated to grow 4.6 percent in 2021, while the forecast for 2022 remains at 0.5 percent growth. Despite the economic and political crisis in 2020, Brazil's agricultural sector had a positive result due to global robust demand for commodities and the Brazilian Real depreciation. The Brazilian food retail system captures about 80 percent of food distribution. According to the Brazilian Supermarket Association (ABRAS), the retail industry registered revenues of US\$107 billion in 2020. As an essential service industry, food retailers were not as affected by restrictions generated by the COVID-19 pandemic as other sectors.

In Brazil, U.S. suppliers are able to respond to market demands, regardless of the segment, and U.S. suppliers are willing to maximize sales opportunities and are inclined to work with different partners. Additionally, the food processing industry demands gains in efficiency and innovation, and importers of high-value products are constantly searching for unique items.

***This event is also taking place in conjunction with the South Africa and Taiwan 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 Brazil

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

Industry Focus: Ingredient, Natural/Health, Pet Food and Products, Retail Products

Product Description: (Suitable products include, but are not limited to) Gourmet products, Condiments & Sauces, Grains & Cereals, Olive oils, Snacks foods, Health food products, Fruit & vegetable juices, Frozen meals, Confectionary products, Pet Foods

Activity Managers:

Texas Dept. of Agriculture
 Nikki Jackson
 Program Director for International
 Marketing
 (512) 486-9317
Nikki.Jackson@texasagriculture.gov

Florida Department of Agriculture & Consumer Services
 Yolanda Roundtree
 Chief, Bureau of Seafood and Agriculture
 (850) 617-7315
Yolanda.Roundtree@FDACS.gov

Georgia Department of Agriculture
 Sarah Cook
 Business Development
 (229) 454-0612
Sarah.Cook@agr.georgia.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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