



SUSTA Virtual Trade Mission

Virtual
November 12-21, 2024

Canada remains one of the most important export markets for U.S. food and agricultural exports with total exports exceeding \$28.1 billion USD in 2023, inclusive of consumer-oriented goods; fruits and vegetables, meats, dairy, processed food, and beverages, constituted 72 percent of that trade with a value of \$20 billion. Canada sources nearly 60 percent of total consumer-oriented product imports from the U.S. The United States-Mexico-Canada Trade Agreement (USMCA) renegotiation is completed and ratified, leading to countless opportunities in the market!

This virtual trade mission offers a unique opportunity for companies to get consumer packaged goods and high-value added products in front of qualified buyers across Canada without having to travel. Both established and new to export companies can participate in this virtual trade mission. Argyle and SUSTA will assemble sample boxes to be shipped to 10 Canadian trade contacts, including retailers, brokers, distributors and importers.

Participation Fee: \$25

Fee Includes:

- Market briefing with SUSTA’s in-country representative in Canada
- One-on-one virtual meetings with Canadian buyers (total number of meetings based on buyer interest)
- Reimbursement of up to \$150 in sample shipping costs with proper documentation

Important Dates:

- Shipping Deadline: October 7 (shipping instructions will be provided)
- Market Briefing: Week of October 7
- Virtual Buyer Meetings: Various dates and times from November 12-21 (companies do not need to be available every day)

Registration Deadline: September 10, 2024 (no refunds for cancellation after this date)

Industry Focus: Shelf stable consumer packaged goods, high value-added retail products, non-alcoholic beverages

Product Description: Snacks, dressings, condiments, spices, seasonings, cookies, crackers, jams, spreads, rice, etc.

Activity Managers:

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](https://www.state.gov/smart-traveler) and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) webpage before traveling.

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