Canada Inbound Trade Mission to Florida and the Global Produce & Floral Show

Tampa, FL & Atlanta, GA
October 15-18, 2024

U.S. agricultural exports to Canada were valued at $33.3 billion in 2022, making Canada the #2 market globally for agricultural products. Fresh vegetables and fresh fruit exports were $2.09 billion and $1.71 billion in 2022, while corn exports were $1.33 billion. Canada, with a population of 40 million, sources 55% of its consumer-oriented products from the U.S. Retail food and beverage sales in Canada topped $18 billion in 2022, with food service sales reaching $62 billion. Top U.S. vegetable exports to Canada are typically lettuce, cabbage, kale, cauliflower, broccoli, onions, and corn. Top U.S. fruit exports to Canada are typically strawberries, table grapes, apples, cherries, raspberries, grapefruit, and watermelon. Canadians spend 20% more than Americans on fruits and vegetables. Fruit and vegetable sales in Canada totaled $15 billion (CAD) in 2022. 49% of Canadian shoppers have tried a new produce varietal in the past year. USMCA has removed all tariffs on fresh produce from the U.S.

This event is taking place in conjunction with the Europe Inbound Trade Mission to Florida and the Global Produce & Floral Show

Participation Fee: $12.50
Fee Includes:

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

Important Dates:

- October 15-16th - Visits in Florida
- October 17th - One-on-one meetings with the buyers during the setup day of the IFPA show in Atlanta, Georgia

Registration Deadline: August 15, 2024 (No refunds for cancellation after this date)

Industry Focus: Fresh Produce
Product Description: Corn, Berries, Citrus, Apples, Asparagus, Beans, Melons, Greens, Cucumbers, Eggplant, Potatoes, Sweet Potatoes, Mangoes, Peaches, Peppers, Squash, Onions, Tomatoes, Zucchini, And Any Other Fresh Produce

Activity Managers:

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SUSTA encourages you to enroll in the Smart Traveler Enrollment Program (state.gov) and monitor the Travel Advisories (state.gov) webpage before traveling.

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