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

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

Europe is a large, mature market, with stable demand for most fresh fruit and vegetables. The demand for year-round availability and a wide choice of produce is keeping Europe dependent on external suppliers. Europe has a large population, and it accounts for 43% of the total global trade value of fresh fruit and vegetables. Europe includes five of the ten largest importing countries in the world. The European fresh produce consumption market is expected to steadily grow over the next few years, driven by increasing demand for healthier food options and the growing popularity of sustainably produced fruits and vegetables. In recent years, Southern U.S. producers have seen a notable increase in sales, capitalizing on the demand for traceable and eco-friendly practices.

This event is taking place in conjunction with the Canada 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 Europe

Important Dates:

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

Registration Deadline: August 29, 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

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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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