



Canada Inbound Produce Trade Mission

North Carolina, Virginia, and Maryland
July 24th-28th, 2017 (see below for dates)

US consumer-ready agricultural products are popular amongst Canadian buyers; in fact one of the most popular categories of consumer ready agricultural exports includes fresh fruits and vegetables. In 2015, the US exported a total of 2.7 billion USD in fruits (1.3 billion USD) and vegetables (1.4 billion USD) to Canada. Canada ranks as the number one export market for 35 US States. Trade between these two nations is facilitated by their proximity, common language, similar lifestyles, and the exercise of NAFTA. As a result of this Free Trade Agreement, the majority of US agricultural products have entered Canada duty free since 1998. More recently, the US dollar strengthened on average about 30-40 cents against the Canadian dollar; nevertheless, Canadian buyers still rely on and have a great degree of affinity for US agricultural products.

This inbound trade mission offers SUSTA registered companies the possibility to come into contact and meet with pre-qualified buyers from Canada. Furthermore, Canada ranks as the number one export market for the three states (NC, VA, and MD) where the mission will take place.

Maryland - Monday, July 24th or Tuesday, July 25th
Virginia - Wednesday, July 26th
North Carolina - Thursday, July 27th or Friday, July 28th

Registration Deadline: May 19th, 2017
No refunds will be issued for cancellations
after May 19th, 2017

Fees: One-on-one meetings with Canadian buyers, \$25

Fee Includes:

- Pre-arranged one-on-one meetings with Canadian buyers
- Travel and accommodations are the responsibility of the company.

Product Description: Suitable products include, but are not limited to: Nuts, Leafy greens, Blueberries, Sweet potatoes, Corns, Melons, Vidalia onions, Citrus, Cucumbers, Tomatoes, and Muscadine grape

Industry Focus: Food service products, Natural/Health, Nutraceutical, Organic, Produce, and Retail products

Activity Managers:

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