



Inbound to PMA Fresh Summit

New Orleans, LA

October 19th, 2017

In 2017, New Orleans will host a one-of-a kind event for fresh and floral produce, PMA Fresh Summit. This three day invites SUSTA region companies to connect with more than 18,500 attendees from various sectors of the food industry. In addition, SUSTA registered companies will have the possibility of meeting European buyers. Within the context of produce and organic food products, US-European Trading relations have seen an improvement since 2012 when the US-EU equivalency program was passed. Since the passing of this organic equivalence arrangement the flow of trade has increased; many of the products listed under the product description category have seen positive changes since the exercise of the equivalency program. For example, since 2011 sales of US fresh vegetables have increased by 55% in the EU. Moreover, this partnership has simplified the export process of organic products. Register for this event with SUSTA and take advantage of this opportunity to connect with buyers from Europe.

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

Registration Deadline: July 28th, 2017

No refunds will be issued for cancellations after July 28th, 2017

Fee Includes:

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

Product Description: Suitable products include, but are not limited to: Tree nuts (hazelnuts, cashews, pecans, almonds), Fresh fruits and vegetables (sweet potatoes, blueberries, melons, asparagus, onions, peppers, cucumbers, mushrooms, garlic, lettuce, carrots, peas, and tomatoes)

Industry Focus: Natural/Healthy, Nursery, Produce, and Nutraceutical

Activity Managers:

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