

OUTBOUND MISSION

2017 CANADA OUTBOUND CONSUMER ORIENTED TRADE MISSION TO TORONTO

Wednesday, Sep 6 - Thursday, Sep 7, 2017
Registration: Wednesday, May 24 - Friday, Aug 4, 2017
Toronto, Ontario | Canada

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), with the 13 Western State Departments of Agriculture, and in conjunction with Food Export Northeast and Southern U.S. Trade Association, announce participation and registration in the following activity:

Canada Outbound Consumer Oriented Trade Mission to Toronto, Ontario ~ September 6 - 7, 2017

Marketers treat Canada as a nation comprised by five different regions. Ontario, Quebec, Atlantic Canada, Prairies and Western Canada. This outbound mission will take place in Toronto, the provincial capital of Ontario; a province home to approximately 14 million Canadians or 44% of Canada's population. Additionally, Ontario is a major transport hub in Canada.

Toronto happens to be the most populous city in Canada and one of the most cosmopolitan cities in the world. There is a great degree of ethnic diversity in the city expanding the spectrum of consumers tastes and consumer habits, thus creating niche markets especially for specialty foods. Toronto's food market is a very attractive option for US suppliers.

Register for this outbound trade mission and experience the Canadian market through one of most renowned cities.

Benefits of Participation:

- Showcase your products and learn about opportunities and buyer preferences
- Meet with select Canadian buyers through one-on-one meetings
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Hotel accommodations within maximum lodging allowance of federal per diem rate during the dates of the activity
- In-country transportation for retail store tours

Participation Fee: \$600 per company

Registration Deadline: July 14, 2017



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Frozen fruits and vegetables, dried fruits & nuts, non-alcoholic drinks, grains, breakfast foods, condiments, jams, jellies and preserves, snack foods.

INDUSTRY FOCUS

Food Service Products

Ingredient

Retail Products