

INBOUND MISSION

2014 CANADA: CONSUMER ORIENTED SPECIALTY FOODS MISSION HI/MT

Tuesday, Aug 12 - Saturday, Aug 16, 2014

Registration: Monday, May 19 - Saturday, Aug 9, 2014

Montana & Hawaii

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity: **Canada Consumer Oriented Inbound Specialty Foods Mission** Billings, MT August 12 Bozeman, MT August 13 Honolulu, HI August 15 & 16 (meetings in Hawaii will take place at the "Made in Hawaii Festival") This will be an excellent opportunity for companies to participate in the growing high-quality, unique, ethnic, specialty foods, and healthy, functional foods market in Canada. Industry analysts report that many retailers are focusing on these new Canadian consumers and sourcing products to meet the foods preferred by these growing sectors. **Benefits from participating in the activity:**

- Meet with buyers interested in sourcing high quality, unique, specialty, ethnic, healthy, functional foods for the Canada retail and consumer sectors;
- Opportunity to promote products to a market that imported over \$26.0 billion from the United States in 2013;
- Promote your products to a market that has consistently ranked as the #1 importer of agricultural exports from the USA.



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Sauces, prepared foods, ethnic ingredients, snack foods, seasonings consumer ready products, beverages, fruits and vegetables, gluten-free products, oils and extracts, health & wellness products

INDUSTRY FOCUS

Food Service Products Ingredient Natural/Health Organic

Produce Retail Products