

OUTBOUND MISSION

2019 USDA OUTBOUND TRADE MISSION TO CANADA

Tuesday, Sep 3 - Friday, Sep 6, 2019

Registration: Wednesday, May 8 - Friday, Jun 21, 2019 | 12:00 PM
Canada | Canada | North America

<https://wusata2.avibe-stag.com/e/RJY0BNP>

EVENT DETAILS

2019 USDA Outbound Trade Mission to Canada - September 3-6, 2019

WUSATA is partnering with the U.S. Department of Agriculture on a trade mission to Montreal and Toronto, Canada in September 2019. Participants will engage in personalized business-to-business meetings arranged by local staff from USDA's Foreign Agricultural Service. U.S. government and industry trade experts will guide you through in-depth briefings and site visits where you will gain an understanding of the intricacies of the Canadian market – from cultural expectations, to consumer tastes, to regulatory complexities – to help you better position yourself for future success in this growing market.

As the number one export destination for U.S. farm and food products, Canada is an indispensable market and a valuable proving ground for companies looking to enter or expand in the global marketplace. With 90 percent of Canadians living within 100 miles of the United States, consumers there closely follow U.S. food trends and often share tastes and preferences with their U.S. counterparts.

Last year, the United States was the top supplier of agricultural products to Canada, with a 58-percent share of the country's agricultural import market. More than 75 percent of U.S. exports were high-value, consumer-oriented products, including prepared foods, fresh vegetables and fruits, snack foods and non-alcoholic beverages.

Benefits of participation:

- One-on-one buyer meetings
- Market briefing
- Retail Tours
- Reimbursement of lodging within the Federal per diem rate for one company representative with submittal of required supporting documentation

Participation is contingent upon USDA review.

Participation Fee: \$400

Complete the following:

Step 1: Complete registration on the WUSATA website and pay \$400 participation fee

Step 2: We will follow up with you to complete the USDA registration form

Step 3: You will be notified if USDA approves your company for the event (If not approved by USDA, a refund will be given)



PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Beef and beef products, pork, poultry, dairy, corn, wheat, rice, soybeans and soybean oil, fresh fruits and vegetables, processed fruits and vegetables, tree nuts, distiller grains, prepared food, condiments & sauces, spirits, oilseeds, and fish products.

INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health	Organic
Produce	Retail Products	Seafood	

Registration Deadline: *Extended to June 21, 2019!* (no refunds if canceled after this date)

FundMatch® can help boost your international marketing budget with 50% cost reimbursement on eligible international marketing expenses. Please contact WUSATA for more information.