WEBINARS

CANADA HOT SAUCE EXPORTER VIRTUAL SEMINAR

Thursday, Jul 27, 2023 | 10:00 AM
Registration: Tuesday, Jul 11 - Thursday, Jul 27, 2023
Virtual | Canada | North America

https://www.wusata.org/e/1E7ZAVW

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the Oregon Department of Agriculture announce participation and registration in the following activities:

2023 WUSATA Hot Sauce Mission

July 27th, 10 am PDT

"Are You Export Ready: Canada Market" virtual seminar

hosted by Brian Jackson (CPG Brand Management) and USDA Canadian office

Learn more about the Canada market and how your hot sauce company can begin the exporting journey.

Canada was the third largest export market for U.S. food and agricultural exports in 2021, importing $25 Billion of U.S. high-value, consumer-oriented goods. Unparalleled regulatory cooperation, comparability and trustworthiness in food safety systems, sophisticated transportation logistics and financial markets, geographic proximity, similar consumer preferences, and relatively affluent consumers are why Canada continues to offer excellent export opportunities for new-to-export small- and medium-sized U.S. companies.

Traditional condiments are taking a backseat as Ontario residents indulge in the scorching blends of American hot sauce brands. From poutines to gourmet burgers and maple-infused dishes, hot sauce has become the essential ingredient transforming ordinary meals into unforgettable taste experiences.

In this virtual seminar, you will:

- Learn more about new-to-export opportunities in the Canada Market
- Meet virtually with experts in Canada to discuss challenges and opportunities for exporting into the market
- Evaluate how your product fits into the marketplace
- Learn about regulations when exporting to Canada

Following this seminar, if you are interested and ready to take the next step, WUSATA will host a Hot Sauce Trade Mission in October, allowing companies to travel to Toronto and attend numerous hot sauce related buyer meetings and events. 2023 Canada Hot Sauce Outbound Mission

Registration Deadline: July 25th

PRODUCT DESCRIPTION

Hot Sauce

INDUSTRY FOCUS

Consumer Oriented