OUTBOUND MISSION

2023 CANADA SPECIALTY BEVERAGES AND FOOD OUTBOUND

Sunday, Jun 25 - Friday, Jun 30, 2023
Registration: Wednesday, Mar 29 - Friday, May 5, 2023
Canada | Canada | North America

https://www.wusata.org/e/JEX3F9Y

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, which is brought to you by the USDA's Foreign Agricultural Service:

Specialty Food & Beverage Outbound to Canada
Toronto & Vancouver, Canada
June 25 - 30, 2023

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 among the reasons why Canada continues to offer excellent export opportunities for new-to-export small- and medium-sized U.S. companies.

Buyers will spend two full days in each city in Canada. WUSATA participants will have tailored business meetings to showcase products to potential buyers in the specialty food and beverage sector.

Benefits of Participation:

- Meet one-on-one with pre-qualified buyers Canada
- Showcase your products and learn firsthand about opportunities and buyer preferences
- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, and/or re-connect with existing clients

Event Itinerary:

6/25 - Travel to Toronto

6/26-27 - Meet with buyers

6/28 - Travel to Vancouver, Meet with Buyers

6/29 - Meet With Buyers

6/30 - Return Home

(Exact itinerary subject to change)

Participation Fee: $300.00

Registration Deadline: May 1, 2023

PRODUCT DESCRIPTION

Specialty Food and Beverages such as Sauces, Salsas, Spices, Snacks, Confectioneries, Processed Fruits and Vegetables, Oils, Nuts, Chocolate, Candies, Jams & Jellies, Coffee, Tea, Health & Natural Foods, Value-Added Products, and more

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Produce** **Retail Products** **Specialty Beverage**

BUYER AUDIENCE

Canada