

## VIRTUAL TRADE EVENT

# 2021 VIRTUAL BUYER MEETINGS: CANADA

Monday, May 17 - Thursday, May 20, 2021  
Registration: Tuesday, Jan 12 - Friday, Jan 29, 2021 | 12:00 PM  
📍 Virtual Meetings | Canada | North America

<https://www.wusata.org/e/F2FSLH>

## EVENT DETAILS

The Western United States Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture, announce participation and registration in the following activity, brought to you by the USDA's Foreign Agricultural Service:

### Virtual Buyer Meetings: Canada - April 12 – May 7, 2021

Canada remains an important destination for U.S. food & agricultural exports as well as an excellent event for new-to-export small and medium-sized companies.

This is an opportunity to meet buyers from Canada, our country's largest food & agriculture trading partner.

Canada's growing population and changing demographics influence the types of products they are seeking. The food and beverage trends of the U.S. are similar in Canada. This provides a great opportunity for suppliers of new and trending products.

With similar preferences for organic, gluten-free and healthy products along with close geographic proximity, this is an important opportunity for U.S. food and beverage companies.

Exact meeting dates will be determined in the activity window (April 12 – May 7) to align with buyer and participant availability. Each WUSATA company is targeted to have 2-3 meetings with a Canadian buyer as part of this activity.

### Benefits of Participation:

- Meet virtually with pre-qualified buyers from Canada
- Gather current market intelligence, consumer preference, and trend information from a webinar provided by WUSATA's in-market contractor
- Evaluate how your product fits into the marketplace and assess the competitive landscape by engaging with retail and wholesale buyers virtually

**Event Agenda:** April 12 – May 7, 2021

**Registration Deadline:** January 29, 2021



## PRODUCT DESCRIPTION

Suitable products include: Retail packaged foods & non-alcoholic beverages, specialty foods, desserts, sweets, confectionery, and healthy foods

## INDUSTRY FOCUS

Consumer Oriented

Retail Products