INBOUND MISSION

2022 CANADA SPECIALTY FOOD & BEVERAGE INBOUND MISSION TO NEW MEXICO & UTAH

Monday, Aug 1 - Friday, Aug 5, 2022
Registration: Tuesday, May 31 - Friday, Jun 17, 2022
UT/NM | Canada | North America

https://www.wusata.org/e/3YXNQMQ

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:

2022 Canada Specialty Food & Beverage Inbound Mission to New Mexico & Utah

August 1-5, 2022

Canada was the second largest market for U.S. food and agricultural exports in 2020, importing $17.1 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 state. 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 from 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: New Mexico August 1-3 / Utah August 3-5 (More specific agenda to follow)

Participation Fee: $25.00

Registration Deadline: June 17, 2022

PRODUCT DESCRIPTION

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

INDUSTRY FOCUS

Consumer Oriented **Specialty Beverage**