

# Canada's Leading International Food Show

### VISITORS

25,000+

### EXHIBITORS

600+

### CATEGORIES WITH GOOD SALES POTENTIAL



Cheese



Organics



Confectionary

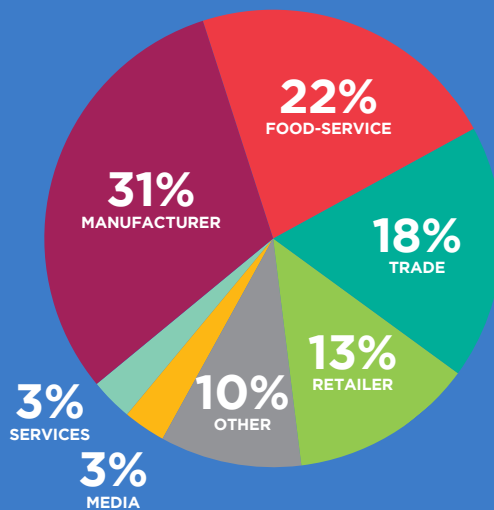


Snack Foods



Ethnic Foods

### VISITORS BY INDUSTRY SEGMENT



### TOP REASONS TO EXHIBIT

- The recently enacted USMCA ensures preferential market access for U.S. agricultural exporters
- The Canadian food market is valued at \$262 billion, with retail food and beverage sales of \$100 billion and foodservice sales of \$71 billion
- U.S. exports of consumer-oriented products to Canada hit \$16.3 billion in 2019, representing 60% of total Canadian imports from abroad

### NEW TRADE AGREEMENT WITH EXPANDED MARKET ACCESS

**The United States-Mexico-Canada Agreement (USMCA)** entered into effect on July 1, 2020, replacing the North American Free Trade Agreement (NAFTA). The USMCA maintains existing zero-tariff treatment and provides for expanded market access for U.S. farm and food products, including:



#### DAIRY

America's dairy farmers will have new market opportunities in Canada for a wide variety of dairy products, including the elimination of milk classes 6 and 7



#### POULTRY & EGGS

U.S. poultry producers will have new access to Canada for chicken and eggs, and expanded access for turkey



#### FRUIT

The agreement updates origin rules for processed fruits to ensure that preferences benefit U.S. producers



#### WHEAT

Canada agrees to terminate its discriminatory wheat grading system, enabling U.S. growers along the border to be more competitive



#### WINE

Committing to avoiding technical barriers and to the transparency & non-discrimination for wine and alcoholic beverages

USDA ENDORSED



Officially Endorsed by the U.S. Department of Agriculture, Washington, DC

# Maximize Your ROI with the USA Pavilion at SIAL Canada 2022



## You Focus on Business, We Handle the Rest



### Prime Location

A highly desirable location ensuring maximum traffic & visibility



### Turnkey Solutions

All-inclusive booth packages & customization options



### Expert Assistance

Dedicated IMEX staff from registration through show days on-site



### USDA Endorsed

OAA Canada staff on-site for market assistance & promotion



### Enhanced Visibility

Exhibitor listings in official printed, online & Pavilion directories



### Full Access

Complimentary exhibitor badges & visitor invitations



### Exclusive Services

Preferred hotel, freight forwarding, interpreter, catering, cleaning, etc.



### Matchmaking

Boost your results with the Hosted Buyer program

## Reserve Your Space and More Information

[REGISTER NOW!](#)

[USDA EXPORTER GUIDE](#)

[USMCA BENEFITS](#)

[UPCOMING SHOWS](#)



“

**SIAL Canada is a great show. It's very well attended and we couldn't be happier to be here.”**

Trent Otto, Sales Manager, La Preferida

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USA PAVILION ORGANIZED BY



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