

USA Pavilion at SIAL Canada 2016
organized by Imex Management, Inc.
endorsed by the U.S. Department of Agriculture



NEWS RELEASE

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For Immediate Release... To all editors: Please report this news in your publication and enter the show dates and location on your published list of upcoming conferences and exhibitions.

USA Pavilion Hails as Country of Honor at SIAL Canada 2016 – April 13-15, 2016 – Montreal, Canada

CHARLOTTE, NC, USA – April 8, 2016... The United States takes center stage as the Country of Honor at SIAL Canada this month, April 13-15, 2016, at the Palais des congrès exhibition center in Montreal. The largest food innovation trade show in North America will bring together 850 exhibitors and 15,000 visitors from Canada, the United States and 60 other countries on over 240,000 square feet of exhibit space. This distinction will bring added exposure to the USA Pavilion and its new and innovative products. Jeff Zimmerman, Agricultural Attaché and Director of Marketing, U.S. Embassy – Ottawa, shares, "*The United States is pleased to be the Country of Honor at the 2016 edition of SIAL Canada. We look forward to highlighting growing opportunities in our top export market for food and agricultural products, valued at \$21 billion annually. We invite all to visit the 'taste U.S. pavilion' to experience how over 100 years of environmental and sustainable production policies ensure innovative, safe and fresh U.S. products for consumers worldwide*". Holly Higgins, Minister-Counselor with the Foreign Agricultural Service - United States Department of Agriculture, describes how this honor spotlights the special relationship between the two countries, "*Agricultural trade has always been a feature of our shared vibrant trade relationship and extends back to when both countries were still colonies. Fast forward to today and two-way agricultural trade totals US \$45 billion annually. U.S. exports of consumer-ready foods and beverages to Canada are valued near US \$18 billion annually, accounting for 64% of Canadian agrifood imports.*"

Taking its honored place among the many vibrant national pavilions on the show floor, the USA Pavilion at SIAL Canada 2016 stands on 3,330 square feet and showcases 30 U.S. companies with 17 new to the Canadian market. First-time USA Pavilion exhibitor, Bard Valley Medjool Dates, celebrates their inaugural participation with their Date Rolls selected as a finalist in the SIAL Innovation contest. The Arizona company is privileged to be one of only 10 SIAL Innovation finalists selected from 80 submitted products. These finalists will now compete for the SIAL Innovation Grand Award and the winner will be revealed on April 13th during the Agri-food networking cocktail. Bard Valley's innovative Date Rolls and other products can be seen on booth 910 and in the SIAL Innovation area, booth 1809.

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The USA Pavilion features seven other exhibitors whose products were also selected to compete in the SIAL Innovation contest: Nature Nate's Natural (booth 909), Steuben Foods (booth 806), The Tru-Nut Company (booth 802), La Preferida (booth 703), Acai Roots, Inc. (booth 807) and Fire & Flavor (booth 802).

New in 2016, the USA Pavilion will include a booth from the U.S. Sustainability Alliance (USSA). The USSA is a group of 12 American farm, fishery and forestry organizations joined together to explore and share their values and best practices regarding sustainability and conservation. *"The U.S. Sustainability Alliance was formed to promote the conservation and sustainability programs which have been part of the U.S. approach for many years. We are committed to active engagement and discussion with stakeholders on how different practices can lead to the same goal – sustainable food production. Our participation at SIAL Canada allows the Alliance to showcase its work and the programs of its members, and follows our very successful participation at the EXPO Milano 2015,"* explains Mr. Ed Beaman, Chief Program Officer, U.S. Soybean Export Council on behalf of the 12 members of the USSA.

The USA Pavilion includes seven group exhibits presented by the Georgia Department of Agriculture, the Minnesota Department of Agriculture, the North Carolina Department of Agriculture, Southern United States Trade Association (SUSTA) and Food Export – Midwest & Northeast. The Georgia Department of Agriculture features four Georgia companies who are all first-time participants at SIAL Canada – Fire & Flavor, Front Porch Pecans, Savannah Coffee Roasters and The Tru-Nut Company.

Attendees interested in the U.S. products on exhibit can pick up a copy of the "SIAL Canada 2016 USA Pavilion Directory" available in the USA Pavilion. The directory includes alphabetical listings of all pavilion exhibitors with company and product descriptions as well as indexes for locating specific products and exhibitors' business objectives for the show.

The USA Pavilion at SIAL Canada is organized by Imex Management, Inc., based in Charlotte, NC, and is officially endorsed by the U.S. Department of Agriculture. Other upcoming USDA-endorsed pavilions organized by Imex include: SIAL China (May 5-7, 2016), Fine Food Australia (September 12-15, 2016), SIAL Paris (October 16-20, 2016), SIAL Middle East (December 5-7, 2016) and Foodex Japan (March 7-10).

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