



Canada's Leading International Food Show

Canada is the **#1 market** for high-value consumer-oriented U.S. products. The USMCA ensures **preferential market access** for U.S. agricultural exporters.

Canada sports **unparalleled regulatory cooperation**, comparability and trustworthiness in food safety systems, transportation logistics, geographic proximity, similar consumer preferences, and relatively affluent consumers.

The USA Pavilion in 2022 resulted in U.S. **\$5.5 million** in projected 12-month sales.

25,000+
visitors

600+
exhibitors

USDA ENDORSED



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

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Maximize Your ROI with the USA Pavilion at SIAL Canada 2023



VISITORS BY INDUSTRY SEGMENT



PRODUCTS WITH SALES POTENTIAL



ORGANICS



CHEESE



BAKERY GOODS



SNACK FOODS



CONDIMENTS & SAUCES

THE UNITED STATES-MEXICO-CANADA AGREEMENT (USMCA)

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.



FRUITS

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



WINE

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



WHEAT

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

USA PAVILION ORGANIZED BY



IMEX
MANAGEMENT
INTERNATIONAL TRADE & EXHIBITIONS

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You Focus on Business, We Handle the Rest



**PRIME
LOCATION**



**TURNKEY
SOLUTIONS**



**EXPERT
ASSISTANCE**



**USDA
ENDORSED**



**ENHANCED
VISIBILITY**



**FULL
ACCESS**



**EXCLUSIVE
SERVICES**



MATCHMAKING

Reserve Your Space and More Information

REGISTER NOW!

USDA EXPORTER GUIDE

USMCA BENEFITS

UPCOMING SHOWS

“Incredible opportunity to open the door to the Canadian market for Vermont and Maine cheese.”

Laura Ginsburg

*Vermont Agency of Agriculture,
Food & Markets*

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