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**Expanding Your Markets Through Exports**

Friday, January 11, 2008, 3:15 pm

Moderator: Mr. Rusty Harris

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**SOUTHERN U.S. TRADE ASSOCIATION**

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The Southern United States Trade Association (SUSTA) is a non-profit agricultural export trade development association comprised of the Departments of Agriculture of the 15 southern states and the Commonwealth of Puerto Rico. Since 1973, our programs and services have assisted exporters of high-value food and agricultural products. SUSTA aims to increase the export of southern U.S. food and agricultural products and thus enhance the economic well-being of the region. SUSTA promotes the agricultural products of the southern U.S. through international trade

exhibitions, trade missions, reverse trade missions, trade seminars, menu and special event promotions, in-store promotions, showcases and product presentations, industry market research and matching funds for international marketing. This presentation will provide information on the benefits of participating in SUSTA activities as well as being qualified and gaining membership into SUSTA's MAP Branded program where federal funding is available for international marketing and exporting.

**CONSIDER CANADA**

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Canada continues to be the number one bilateral trading partner with the United States and we enjoy strong relationships, especially in the agricultural arena. This is a mature market, but is it a saturated one? Faye Clack Communications Inc. provides insight into the Canadian marketplace, the people, the players, Canadian buyer efficacy; the opportunities, the roadblocks, the trends and the future. This talk will answer questions such as:

- Where is the best opportunity for me?
- Where are opportunities for growth?
- Should I plant cabbage?
- What is the local environment?
- Where do I start?

This 25-minute presentation will provide audience members with valuable information that they can incorporate into their exporting strategies.