

## SA to host leading US food export delegation

With bilateral trade between the US and Sub-Saharan Africa topping \$4.7 billion a year and US exports to the region having grown by over 200% in the past decade, US Department of Agriculture (USDA) is seeking to showcase US food products to local business and highlight trade opportunities for US businesses in Southern Africa.



© Bena Elisseeva – [123RF.com](http://123RF.com)

The Southern United States Trade Association (SUSTA), a leading group of American exporters of a wide range of food and beverage products, will exhibit at the IFE Africa exhibition in Johannesburg from 5-7 November and then travel to Cape Town to meet with Western Cape-based companies in B2B meetings on 10 November 2014.

Among the products offered are a range of vegetarian foods; sugar-free mints and lip balm; pastries, pizzas, snacks and desserts; canned and processed food products; pancake and waffle mix; and powdered peanut butter.

South African and African buyers, importers, agents, wholesalers and retailers who wish to participate in the B2B meetings, may contact [wilna@tradeprojects.co.za](mailto:wilna@tradeprojects.co.za) for an accreditation form or go to [www.online-rsvp.co.za/SUSTA](http://www.online-rsvp.co.za/SUSTA) and complete the Company Profile Form.

Based on the profile information collected from this form, buyers will be matched to and have their meetings scheduled with the exporters best able to fulfil their needs. Participation in the B2B meetings will take place at a central venue in Cape Town and is free to accredited companies.