



**EXPORTER
EDUCATION**

SEMINARS

TAPPING INTO THE CANADIAN MARKET

BURLINGTON, VERMONT ■ NOVEMBER 20, 2014 ■ 8:00 A.M. - 4:00 P.M.



Make your market.SM

Join Food Export-Northeast and the Vermont Agency of Agriculture, Food and Markets for a full day of Canadian exporting education topics.

Currently, Canada is the second largest market for U.S. agricultural exports (after China), totaling a new record high of \$21.3 billion in 2013, and a growth of nearly 4% from the prior year. In 2013, U.S. agricultural exports to Canada accounted for nearly 15% of total U.S. food and agricultural product exports of \$144.1 billion. Canada remains the top market for U.S. exports of consumer-oriented products.

Tapping Into the Canadian Market

Kathy Boyce, Food Export – Northeast Canadian In-Market Representative will discuss the following topics:

- Overview of the Canadian Market: Trends, Demographics, Distributor/Broker Information
- Packaging and Labeling, Requirements & Upcoming 2015 Events

Export Essentials

Dennis Lynch, Food Export Helpline™ Counselor, will discuss the following topics:

- Understanding the Harmonized System
- State National & Canadian Export Snapshot
- Understanding the NAFTA Rules of Origin & Completing NAFTA Certificate of Origin
- Duties on Products That Do Not Qualify
- Free Trade Agreement Resources

One-on-one consultations with Kathy Boyce and Dennis Lynch will be available on a first come, first served basis.

Kathy Boyce began her career over 25 years ago in the food industry at Procter & Gamble and has managed her own marketing consultant business for the past 15 years. Kathy executes trade relations outreach initiatives including management of buyer trade missions, match making services between buyers and sellers and also specializes in government relations, import regulations (including packaging and label requirements) and provides customized market research.

Dennis Lynch, M.I.B.A., is a 33-year veteran of international trade who has held a variety of positions in the public and private sectors. As the export counselor behind Food Export-Midwest's and Food Export-Northeast's Food Export Helpline™, Dennis provides customized technical export assistance to a variety of food and agricultural firms.

REGISTRATION DEADLINE: **November 13, 2014** - \$50 per person (lunch included)

In Partnership with:



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