



**STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE**

CINDY HYDE-SMITH
COMMISSIONER

Press Release

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Commissioner Hyde-Smith Announces International Marketing Seminar

JACKSON, Miss. — The Mississippi Department of Agriculture and Commerce (MDAC) and the Southern U.S. Trade Association (SUSTA) is hosting a Foreign Market Briefing for food companies and agribusinesses interested in learning more about international trade opportunities with Canada, China, Europe and India. Participating companies will learn about market trends and entry requirements into each of the markets, in addition to having the opportunity to meet one-on-one with foreign market consultants.

“Ninety-five percent of consumers live outside of the United States, which creates export opportunities for products made right here in Mississippi,” said Commissioner of Agriculture and Commerce Cindy Hyde-Smith, who also serves as President of SUSTA. “This seminar gives companies access to valuable information about foreign markets without having to travel outside of our state’s borders. This is the perfect way to learn more about potential markets to expand our small food and ag businesses.”

The seminar will be held at the White House Hotel in Biloxi on December 5, 2017, from 8:30 a.m. to 2:30 p.m. The cost to attend is \$25 and includes lunch. To register, please visit SUSTA’s website, <https://www.susta.org/event/search/>, and create an account.

In addition to learning about foreign markets, participants will also gain knowledge about the international marketing programs available to eligible companies through SUSTA. Examples of products that qualify for SUSTA include fresh produce, snack foods, seafood, sauces and condiments, seasonings, horticulture, consumer-ready retail foods, beverages, pet foods and more.

For more information about participating in international trade activities or SUSTA’s marketing programs, contact Susan Head Lawrence at 601-359-1196 or susan@mdac.ms.gov.

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