

The Official USA Pavilion

at the 2011 CRFA Show - Canadian Restaurant & Foodservices Association

March 6 - 8, 2011, Toronto, Canada

CRFA Show

USA

General Information

The CRFA Show is the largest foodservice and hospitality event in Canada, organized by the Canadian Restaurant and Foodservices Association. Held annually in Toronto, CRFA offers restaurant owners/operators, foodservice executives/managers, chefs, purchasing agents and buyers a trade show, numerous workshops, competitions and celebrity chef demonstrations.

Show Statistics

The 2010 CRFA Show welcomed more than 12,500 attendees, a 5% increase over the previous year: over 4,000 foodservice executives/managers, 2,850 owners/operators, plus 1,158 chefs and 537 purchasing agents, all looking to find innovative ingredients, foods and beverages at this buyer's market. A total of 78 of the top 100 Canadian foodservice chains attended the event in 2010. CRFA has developed a powerful marketing strategy and with the strength of over 33,000 members, the association has designed an Expanded Marketing Program to attract more buyers than ever before.

Market Information

Canada is the top market for U.S. food and beverage exports. In 2009, U.S. agricultural exports to Canada were \$15.7 billion and 16 percent of U.S. total agricultural exports. The global recession is easing and Canadian buyers are looking to lure customers back into restaurants and stores with innovative products. Exporting to Canada is logical and frequently successful for U.S. products due to reasonable transportation costs, shared language, similar lifestyle and consumption habits, and reduced or eliminated tariffs under the NAFTA agreement.

 The 2011 CRFA Show is endorsed by the U.S. Department of Agriculture (USDA)

USA Pavilion Amenities

- Prime show location
- USA banners and signage
- Listing in printed USA Pavilion Directory
- Internet Café with beverage service
- Professional guidance and total logistical coordination in the United States and on-site in Canada provided by B-FOR International
- Marketing support services from the USDA/Office of Agricultural Affairs in Canada including local promotion to importers and on-going market assistance during the show



***USA Pavilion participation condition:** All firms exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

For more information, contact: **B-FOR International** at:

+1 (540) 373-9935 or dbaxter@exhibitpro.com

Visit our website at: <http://www.b-for.com>



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Financial Support

Your company may be eligible to take advantage of a **financial support program** that helps offset the cost of exhibiting at international trade shows. By exhibiting in the USA Pavilion, eligible companies can receive reimbursement for up to 50 percent of exhibition-related expenses, including exhibiting fees, international travel costs, set-up rental, and freight. Contact the State Regional Trade Group in your geographic area for Branded Program application details:

Food Export USA Northeast:

www.foodexportusa.org
Antoniya Gospodinova, Branded Program Manager
agospodinova@foodexport.org

Food Export Association of the Midwest USA:

www.foodexport.org
Teresa Miller, International Marketing Program Manager
tmiller@foodexport.org
Joe Yotti, Branded Program Manager
jyotti@foodexport.org

Southern United States Trade Association (SUSTA):

www.susta.org
Bernadette Wiltz, Deputy Director/International Marketing Director, Generic Program
Bernadette@susta.org
Deneen Wiltz, Branded Program Director
deneen@susta.org

Western United States Agricultural Trade Association (WUSATA):

www.wusata.org
Janet Kenefsky, International Marketing Director, Generic Program
janet@wusata.org
Ann Buczkowski, Branded Program Manager
ann@wusata.org



In the United States:

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Office of Trade Programs, Trade Services Staff
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Tel: +1-202-720-3425
Sharon.cook@usda.gov
www.fas.usda.gov

In Ottawa (Canada):

Ms. Robin Tilsworth
Foreign Agricultural Service / U.S. Embassy Canada
Agricultural Minister-Counselor
P.O. Box 866, Station B
Ottawa, ON K1P 5T1, CANADA
agottawa@fas.usda.gov

In Toronto (Canada):

Ms. Maria A. Arbulu
Foreign Agricultural Service / U.S. Department of Agriculture
Marketing Specialist
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Toronto, Ontario M5G 1V2, CANADA
agtoronto@fas.usda.gov

CRFA Show

USA

B★FOR
INTERNATIONAL EXHIBIT SERVICES

USA Pavilion Participation Options

COMPLETE (10' x 10') BOOTH PACKAGE:

An easy, cost-effective way to exhibit

includes:

*Walls + Carpeting + Lighting + Electrical Outlet
+ Draped Table or Round Table w. Two Chairs + Info Counter
+ Padded Stool + Wastebasket
+ Exhibitor Name on Fascia Header Sign
+ Four Exhibitor Badges
+ Individual Company Listing in Official Show Catalogue and
USA Pavilion Directory Listing*

All participation options include exhibit space with daily cleaning and full access to all USA Pavilion services: Internet Café and Business Services

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