

U.S.-Russia Agribusiness Trade Mission

December 3-7, 2012, Moscow & St. Petersburg

5 Reasons Why U.S. Exporters Should Look to the Russian Market

1. Russia is a huge importer of food products—importing more than \$40 billion
2. Russia is joining the WTO and this will lead to greater market access and opportunities
3. Russia's economy is thriving
4. Russia's food retail market is booming
5. U.S. agricultural exports to Russia are expanding and becoming more diverse



Russia is an enormous market for agricultural products and there is vast potential for increased U.S. exports to Russia. In 2011, Russia was the 5th largest importer of agricultural products in the world. Also, Russia's accession to the World Trade Organization (WTO) this year will improve market access across a wide spectrum of products.

To ensure that U.S. small-and-medium sized agribusinesses are able to take advantage of these market opportunities, USDA will host a **U.S.-Russia Agribusiness Trade Mission (ATM)** on December 3-7, 2012 in Moscow and St. Petersburg.

This Trade Mission will highlight the following market sectors: retail/packaged foods, fruits/nuts, seafood, dairy, prepared meat and poultry, livestock production, and pet food. USDA strives to include as many companies in the ATM as possible, but participation is limited. Contact shane.danielson@fas.usda.gov for further information.

Trade Mission Program

- Arranged matchmaking and one-on-one meetings with Russian importers/agribusiness and site visits
- Industry insight from public and private sector experts
- Networking with Russian and American business representatives, government and industry officials
- USDA will develop the agenda, facilitate logistics, and cover all on-ground expenses during the mission. Participants maintain responsibility for their travel to and from Russia, and their in-country lodging costs (USDA will work to secure reduced rates)



Recruitment for the mission concludes August 14, 2012