

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date: 3/2/2011

Turkey

Post: Ankara

Results of SUSTA Trade Mission to Turkey

Report Categories:

Export Accomplishments - Other

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Report Highlights:

Sales reports have come back indicating that as a result of the fall 2010 SUSTA trade mission, total sales were \$188,960 and the projected future sales resulting from the mission were \$3,420,000.

General Information:

Sales reports have come back indicating that as a result of the Fall SUSTA trade mission, total sales were \$188,960 and the projected future sales resulting from the mission were \$3,420,000. The mission took place on October 5-6 at the Armada Hotel and consisted of 6 companies. FAS arranged targeted one-on-one meetings with Turkish importers for the group, and helped SUSTA with logistics for the mission. FAS also took the delegation to several retail outlets and supermarkets for a hands-on assessment of the market. Despite many barriers to the market such as bans on importing meat and very restrictive biotech regulations, participants were able to increase their sales to Turkey and the region.

The companies comprising the mission were: Aliza's Cookies, Inc., Arrowac Fisheries, Inc., East West International Group Inc., Food Source, Inc., Mary of Puddin, Inc., and Salwa Foods, Inc.