



THE UNITED STATES FOOD MARKET

Using Rhode Island's Innovative Food Ecosystem as a Launching Pad into the United States

Date: Thursday, April 22, 2021

Time: 14:30 to 16:00 CET = 8:30 AM to 10:00 AM EDT

RSVP HERE

Hear from food industry leaders on new e-commerce, grocery, store, and restaurant food purchasing trends. Learn all about distribution, innovation, and incubation programs in the United States.

Speakers will present on programs to support international companies looking to locate in the state, including procurement and innovation opportunities and soft-landing locations.

Opportunities in Food System due to COVID

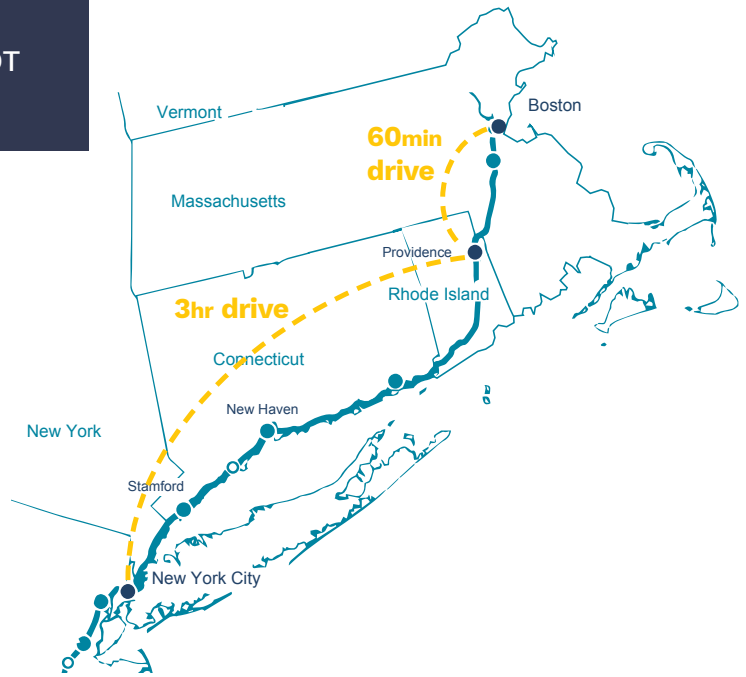
The coronavirus pandemic in the United States has changed Americans' grocery shopping habits. This change in buying patterns presents a huge opportunity for European food manufacturers and distributors who wish to access the US market. Impacts include:

- Increased digitalization of food consumption towards e-commerce and prepared meals
- Supply chain disruptions leading to shifts in consumer habits including increased demand for more regional and resilient food systems and transparent supply chains, health-conscious eating, and plant-based foods
- US Food manufacturers are seeking non-GMO healthy food ingredients

*Source: S2G Ventures "The Future of Food" report (2020)

The Rhode Island Food Advantage

- Strategic location on the densely populated Northeast Corridor of US
- Supportive business environment and home to United Natural Foods, Inc. ([UNFI](#)), Johnson & Wales, and more
- Lower cost of operations compared to New York City and Boston



- Home to [Hope & Main](#): Nation-leading food business incubator, providing kitchen access, supporting business training, and access to markets & distributors, US Food and Drug Administration (USFDA) and Rhode Island Health Department
- Home to numerous James Beard nominated chefs, restaurants, and more than 40 farmers markets

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