

Trip Highlights

Sunday, December 13

Depart Miami International Airport for Havana on Gulfstream, Flight K-8-252, check-in begins at 9AM

4PM check in to Havana hotel

5:30PM Orientation tour of Havana

Monday, December 14

Day trip to Veradero grocery stores and farmer's markets

December 15-17

Scheduled meetings with Cuban officials

December 18

Day trip to Mariel with requested Port tour

Saturday, December 19

Noon Arrive back to Miami International
Can book a connecting flight after 2:30PM

Food Distribution Research Society International Study Tour



December 13-19, 2015

Explore Cuba's Food Distribution
Havana, Cuba

<https://www.fdrsinc.org>

December 15-17 Meetings

Join the FDRS Leadership team as we explore Cuba's food marketing and distribution systems. Planned activities include:

1. Farm visit to discover some of the production and farm level processing, packaging and transporting practices.
2. Food storage and distribution company visits exploring technology, systems and business structure.
3. Value added processing facility visit examining packaging, branding and drivers of consumer demand as well as marketing strategies.
4. Site visit with Cimex to understand merchandising and pricing strategies, along with visiting a grocery store in Havana.
5. Group would meet with the restaurant industry to learn of restaurant promotion activities and identify consumer preferences.
6. Visit with the Ministry of Agriculture to enhance understanding of Cuba's current farm structure and agriculture sector.
7. Group would meet with the Ministry of Trade to discuss trade related issues.
8. Site visit to Alimport to understand company buying processes.
9. Visit with the Cuban tourism industry officials to explore purchasing process and systems to enhance trade opportunities.
10. Visit to a College and/or University that teaches agriculture as an emphasis or with distinct programs that focus on food distribution, production, marketing, logistics, transportation, branding, and/or packaging.

Trip Pricing

The seven day trip will cost **\$3,400**, with a nonrefundable deposit of **\$500** due by **October 1, 2015**. Pricing includes:

- Cuban business visa
- Round trip flight from Miami to Havana
- Six hotel nights in Havana
- Six breakfasts in Havana
- Five lunches in Cuba
- Four dinners in Havana
- U.S. and Cuba departure taxes
- All group ground transportation in Cuba

This pricing excludes any hotel nights in Miami, meals in Miami, two dinners in Havana, tips in Cuba and incidentals. For further information or to register, please contact Ron Rainey, FDRS Vice President of Logistics & Outreach, at rrainey@uaex.edu or the FDRS website (click link to International Study Tour).

<https://www.fdrsinc.org>