

Voluntary Report – Voluntary - Public Distribution

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Report Name: Ghana-Cote d'Ivoire-Togo - A Commercial Diplomacy Win for American Farmers of the Sea at Barcelona Seafood Expo Global 2026

Country: Ghana

Post: Accra, Abidjan

Report Category: Agriculture in the News, Export Accomplishments - Events, Export Accomplishments - Trade Leads, Export Accomplishments - Marketing, Trade Events and Shows, Fishery Products, SP1 - Expand International Marketing Opportunities

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Report Highlights:

FAS Accra, Abidjan (Post) recruited and led a 16-strong buyers' delegation (7 from Ghana and 9 from Côte d'Ivoire and Togo) to Barcelona's (Spain) Seafood Expo Global 2026 trade show (April 21-23, 2026); a USDA/FAS endorsed and sponsored trade show. Post coordinated and facilitated for its Coastal West African Region (CWAR) buyers' delegation matchmaking meetings with the USA Pavilion Exhibitors. Our return-on-investment (ROI) in this trade show resulted in on-the-spot deals of \$248,000 (Ghanaian purchases alone). Post is chalking this one up as commercial diplomacy win for American farmers of the sea. Thanks to Post's trade facilitation efforts, our CWAR buying team delegates report they target to book an additional \$4.8 million in future U.S.-origin seafood and processed seafood products over the next 6-to-12 months. Our CWAR delegates really like our frozen U.S.-origin hake, yellow croaker, shrimp, skate, and American processed seafood products in general.

DISCLAIMER: This report was prepared by the U.S. Embassy/U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) Office of Agricultural Affairs (OAA) Accra for U.S. exporters of domestic food and agricultural products. The information contained in this report is derived from multiple governmental and non-governmental sources. The U.S. Embassy/USDA/FAS OAA Accra, the U.S. Department of Agriculture (USDA) and/or the U.S. government make no claim of accuracy or authenticity. Neither the Government of Ghana or Côte d’Ivoire, nor any of those of the states mentioned herein, officially endorse this report. While every possible care has been taken in the preparation of this report, information provided may not be completely accurate either because policies have changed since its preparation, or because clear and consistent information about these policies was not available. It is highly recommended that U.S. exporters verify the full set of import requirements with their foreign customers and partners, who are normally best equipped to research such matters with local authorities, before any goods are shipped. **FINAL IMPORT APPROVAL OF ANY PRODUCT IS SUBJECT TO THE IMPORTING COUNTRY’S RULES AND REGULATIONS AS INTERPRETED BY BORDER OFFICIALS AT THE TIME OF PRODUCT ENTRY.** [Note: Use Google Chrome to access the links that do not open in Microsoft Edge.]

EXECUTIVE SUMMARY

This year’s Seafood Expo Global 2026 took place from April 21-23, 2026, at the Fira Barcelona Gran Via venue in Barcelona, Spain. Organized by Diversified Communications, this 32nd edition broke records as the largest event in its history. This mega seafood show is a [USDA FAS endorsed and sponsored trade show](#).¹ With more than 35,500 seafood industry professionals in attendance, the Seafood Export Global trade show is the world largest and most diverse seafood trade show.

BACKGROUND

This year’s Seafood Expo Global 2026 brought together 35,500 industry professionals from across the globe; along with 2,290 exhibitors from 85 countries. Covering a record 52,980 net square meters of exhibition space across halls 1, 2, 3, 4, 5, and the Galleria, it is estimated to have had an economic impact of an estimated €161 million (\$189 million) for the local city economy of Barcelona. For the Seafood Expo Global trade show, the USA Pavilion is supported and coordinated by the FAS OAA Madrid. For the 2026 show, the USA Pavilion hosted nearly 60 leading U.S. companies showcasing premium wild-caught and farmed American seafood species. FAS leverages this specific show to help American exporters capture a piece of global demand, building on the nearly \$5 billion in global seafood exports the U.S. generates annually.



¹ See, U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS), “Trade Shows,” located at: <https://www.fas.usda.gov/topics/trade-shows>.

RESULTS, OUTCOMES

FAS Madrid anchored American participation at the 2026 Seafood Expo Global, supporting nearly 60 U.S. companies in a record-setting event that showcased sustainable, high-value seafood to global buyers. By organizing the USA Pavilion and providing cost-share reimbursements, the USDA FAS team facilitated targeted business-to-business (B2B) meetings and strengthened export opportunities for American producers in a competitive, shifting global market. For example, the FAS Accra and FAS Abidjan (Post) investment led to a ROI in trade show on-the-spot deals of \$248,000 (in Ghanaian frozen fish purchases alone). Post is chalking this one up as commercial diplomacy win for our American farmers of the sea and their exports of U.S.-origin seafood and processed seafood products.



Source: FAS Accra, Abidjan office research.

Post's trade facilitation efforts resulted in our CWAR buying team delegates (16-strong) now targeting to book an additional \$4.8 million in future U.S.-origin seafood and processed seafood products over the next 6-to-12 months. Delegates from Ghana aim to book \$2.3 million, while buyers from Côte d'Ivoire and Togo combined are looking at another \$2.5 million. 1 Ghanaian buyer alone is committing to purchase 10 full container loads (FCLs) of hake and snapper within the next 90-to-180 days. Of overall interests for our CWAR delegates has been frozen U.S.-origin hake, yellow croaker, shrimp, skate, and processed seafood products in general.

In calendar year (CY) 2025, Ghana's and Côte d'Ivoire's combined seafood and seafood products imports reached \$1.2 billion, up 20 percent from \$1 billion recorded in 2024. With U.S.-origin imports of \$5 million, Post sees opportunities to expand American market share in this food category.

KEY SUCCESSES AND OUTCOMES AT SEAFOOD EXPO GLOBAL 2026

- B2B meetings were facilitated with SOGDA, Wild Alaska Seafood.
- USDA FAS cooperator, the [Food Export USA - Northeast](#) will further liaise with Post’s CWAR delegates and provide additional resources and contacts.²
- Post coordinated meetings with U.S. exhibitors, [USDA/FAS Cooperators](#), and [State Regional Trade Groups](#) (STRG).³

KEY CONTACTS AND FURTHER INFORMATION

USDA/FAS Office of Agricultural Affairs (OAA) – Coastal West Africa Region	
<p>U.S. Embassy/FAS OAA Accra No. 24 Fourth Circular Road Cantonments Accra, Ghana Tel: +233 (0) 30 274-1590 Email: AgAccra@usda.gov</p> <p>Websites: https://fas.usda.gov/regions/ghana http://www.fas.usda.gov</p>	<p>U.S. Embassy/FAS OAA Abidjan Abidjan, Cocody Riviera Golf 01 B.P. 1712 Abidjan 01, Côte d’Ivoire Tel: +225 2722 494 000 Email: AgAbidjan@usda.gov</p> <p>Websites: https://www.fas.usda.gov/regions/cote-divoire http://www.fas.usda.gov</p>
Links to USDA/FAS OAA - Coastal West Africa Region – FAIRS Reports	
<ul style="list-style-type: none"> • USDA/FAS Accra – GAIN-GHANA GH2025-0019 FAIRS Country Report Annual- 2025⁴ • USDA/FAS Accra – GAIN-GHANA GH2025-0020 FAIRS Certificate Report Annual-2025⁵ • USDA/FAS Abidjan – GAIN-CÔTE D’IVOIRE IV2025-0010 FAIRS Country Report Annual-2025⁶ 	

Note: The GAIN-GHANA | FAIRS Country and Certificate Annual-2026. Reports are scheduled for release in June 2026. The GAIN-CÔTE D’IVOIRE | FAIRS Country and Certificate Annual-2026 reports are scheduled for release in September 2026. Other FAIRS Subject reports are rolled out on an ongoing basis.

² Food Export US, located at: www.foodexport.org.

³ The U.S. Department of Agriculture (USDA)/Foreign Agricultural Service (FAS) partners with over 70 non-profit trade associations, called “cooperators,” representing a cornucopia of food and agricultural products — everything from pecans to papayas, from sorghum to salmon, from dried beans to beef, and beyond. USDA/FAS cooperators help to promote U.S. agricultural products around the world. Many of the cooperator organizations offer exporter assistance, sponsor trade missions, and help farmers and ranchers identify international market opportunities. See, <https://www.fas.usda.gov/topics/getting-started> and also “Browse the Directory of Cooperator Organizations,” located at: <https://fas.usda.gov/cooperators>. For the State Regional Trade Groups, also see “Explore Exporting, Getting Started,” located at: <https://www.fas.usda.gov/topics/getting-started> and the “Contact Your State Regional Trade Group” link located at: <https://www.fas.usda.gov/programs/market-access-program-map/state-regional-trade-groups>.

⁴ U.S Department of Agriculture/Foreign Agricultural Service (FAS) Accra, located at: <https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Country%20Report%20Annual%20Accra%20Ghana%20GH2025-0019>.

⁵ Ibid, located at: <https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Export%20Certificate%20Report%20Annual%20Accra%20Ghana%20GH2025-0020>.

⁶ Ibid., located at: <https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=FAIRS%20Country%20Report%20Annual%20Accra%20Cote%20d%27Ivoire%20IV2025-0010>.

Links to U.S. Government Sources

- USDA/FAS: <http://www.fas.usda.gov>
- USDA/FAS Regions/Ghana: <https://fas.usda.gov/regions/ghana>
- USDA/FAS Regions/Côte d'Ivoire: <https://www.fas.usda.gov/regions/cote-divoire>
- USDA/FAS – Global Agricultural Trade System (GATS): <https://www.fas.usda.gov/GATS>
- USDA/FAS – Global Agricultural Information Network (GAIN): <https://gain.fas.usda.gov/>
- USDA/FAS – GAIN-GHANA | GH2025-0027 | Ghana: Exporter Guide – 2025: <https://www.fas.usda.gov/data/gain/2025/06/ghana-exporter-guide-annual>
- USDA/FAS – GAIN-COTE D'IVOIRE | IV2025-0008 | Côte d'Ivoire: Exporter Guide – 2025: [Exporter Guide Annual Accra Côte d'Ivoire IV2025-0008](#)
- U.S. Embassy Accra, Ghana: Website <https://gh.usembassy.gov>
- U.S. Embassy Abidjan, Côte d'Ivoire: Website <https://ci.usembassy.gov/>

Attachments:

No Attachments.