



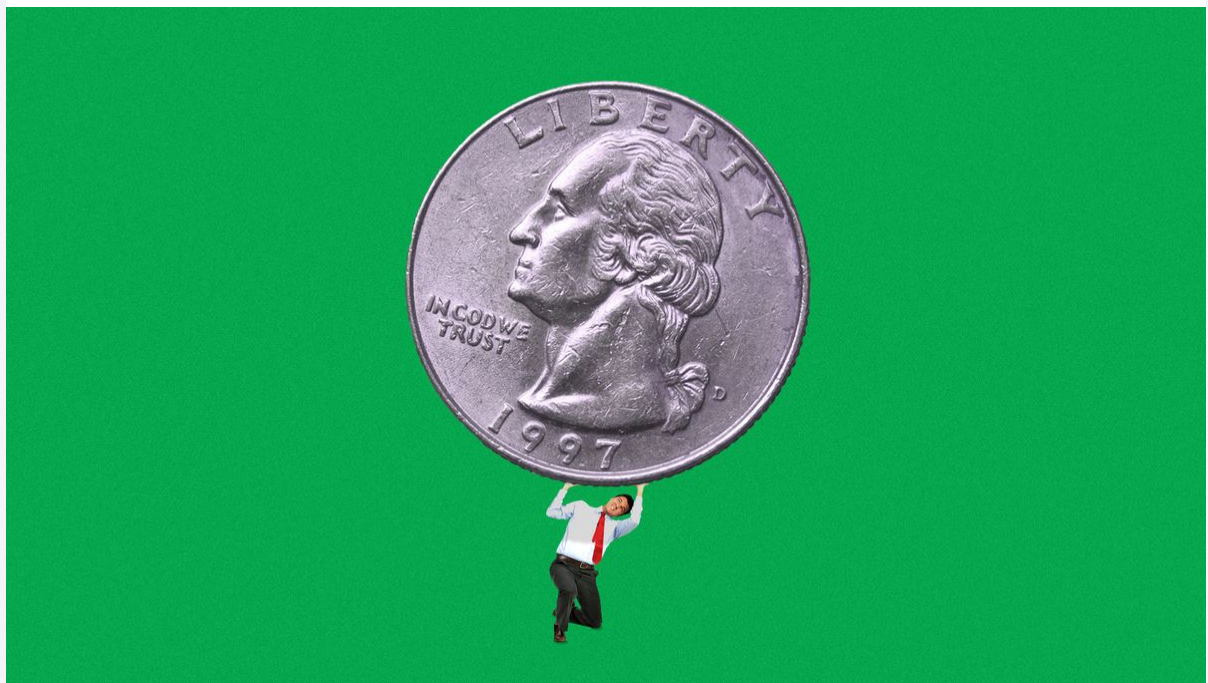
Footwear & Politics

By Thomas Crockett • Jan 22, 2025

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President Trump released his America First Trade Policy on Day One ... while also repeating the threat for new tariffs on China, Canada, and Mexico. More info below.

Latest on new Trump tariffs



📄 Trump's tariff strategy so far: President Trump released his [America First Trade Policy](#) memo on Monday, January 20.

- **No tariffs yet:** The President did not impose any tariffs on Day One. Instead his plan directs federal agencies to analyze trade issues — U.S. trade deficits, the Phase One deal with China, unfair trade practices, his idea for an External Revenue Service — and report back to him by April 1.
- The memo suggests the President may deploy many of the same trade tools he used during his last Administration. For a deeper dive, email me at tcrockett@fdra.org for the recording of this week's member call.

Yes, but: On the same day, President Trump continued his 25% tariff threat on Mexico and Canada while speaking to the press. **On Tuesday, he repeated the 10% tariff threat on China.**

- The President said, “Probably February 1 is the date we’re looking at” for putting those tariffs in place.

Get involved: We will keep you updated as the situation develops.

- For real-time updates, visit the [Trump Trade Data & Resources page](#) in the FDRA Intel Center.
- For in-depth analysis and discussion, join the [FDRA Weekly call](#) every Tuesday at 2:00 p.m. ET (one-time signup for the rest of the year).

Thanks for reading this week's Footwear & Politics update. Feel free to share this newsletter with others on your team. Have a great rest of the week!

Thomas

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