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## ICYMI: FDRA's Matt Priest on CNN & CNBC Discussing Tariff Uncertainty and Impact on U.S. Businesses

WASHINGTON, D.C. – In case you missed it, **Footwear Distributors & Retailers of America (FDRA) President & CEO Matt Priest** was featured on *CNN News Central* and *CNBC Worldwide Exchange* to discuss the latest developments on U.S. trade policy.

[WATCH CNN NEWS CENTRAL CLIP HERE](#)

During his appearances, Priest weighed in on President Trump's decision to temporarily pause tariffs on Canada and Mexico for one month while continuing to push forward with tariffs on China. He noted that while the temporary pause provides short-term relief, it does little to address broader concerns about trade stability.

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He also highlighted the potential economic impact on American consumers and businesses, emphasizing the uncertainty these shifting policies create for the footwear industry. With tariffs still in place on key trading partners, Priest stressed the need for long-term solutions that support businesses, workers, and families who rely on predictable trade policies.

Recently, CNBC featured FDRA in a mini-documentary on how U.S. businesses adapt to President Trump's new tariffs. While large companies stockpile inventory to offset costs, small businesses like Deer Stags, a family-owned shoe retailer, lack that flexibility.

[WATCH CNBC DOCUMENTARY HERE](#)

Rick Muskat, President of Deer Stags and a member of the FDRA, noted their "razor-thin margins" and reliance on China for 98% of their shoes, which forced them to raise prices. The documentary highlights how tariffs disproportionately impact small businesses and consumers, with experts warning of broader economic consequences in Trump's second term.

[WATCH CNN CLIP HERE](#)

Also, CNN's Matt Egan highlighted Matt Priest's statement on air, emphasizing that imposing tariffs while claiming to aim for lower costs is counterproductive. Priest warned that these tariffs would ultimately raise consumer prices, making it harder for businesses and families to manage expenses.

**To schedule an interview with Matt, please email [fdracomms@cgagroup.com](mailto:fdracomms@cgagroup.com).**

### Recent Coverage on Footwear Trends:

- CNN: [Trump's tariffs won't hit all Americans equally. Here's who gets hit the hardest](#)
- Sourcing Journal: [T-Minus Tariffs: Trump Set to Lay the Hammer](#)
- CNN: [What will get more expensive now that Trump imposed his tariffs](#)
- Footwear News: [What the Tariffs Mean For Fashion And Retail](#)
- Portland Business Journal: [Oregon businesses react to tariff talk: 'In our view, it's not logical'](#)
- KXLY: [Everything you need to know about Trump's tariffs but were afraid to ask](#)
- Our Community Now: [The latest on the Trump presidency as he prepares to impose new tariffs](#)

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## About FDRA

FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the footwear industry. Serving the full footwear supply chain, it boosts its members' bottom lines through innovative products, training, consulting on footwear design and development, sourcing and compliance, trade and customs, advocacy, and consumer and sales trend analysis for shoe retailers around the world. FDRA supports 500 companies and brands worldwide, representing 95% of the total U.S. footwear industry. Learn more: [fdra.org](https://www.fdra.org)