



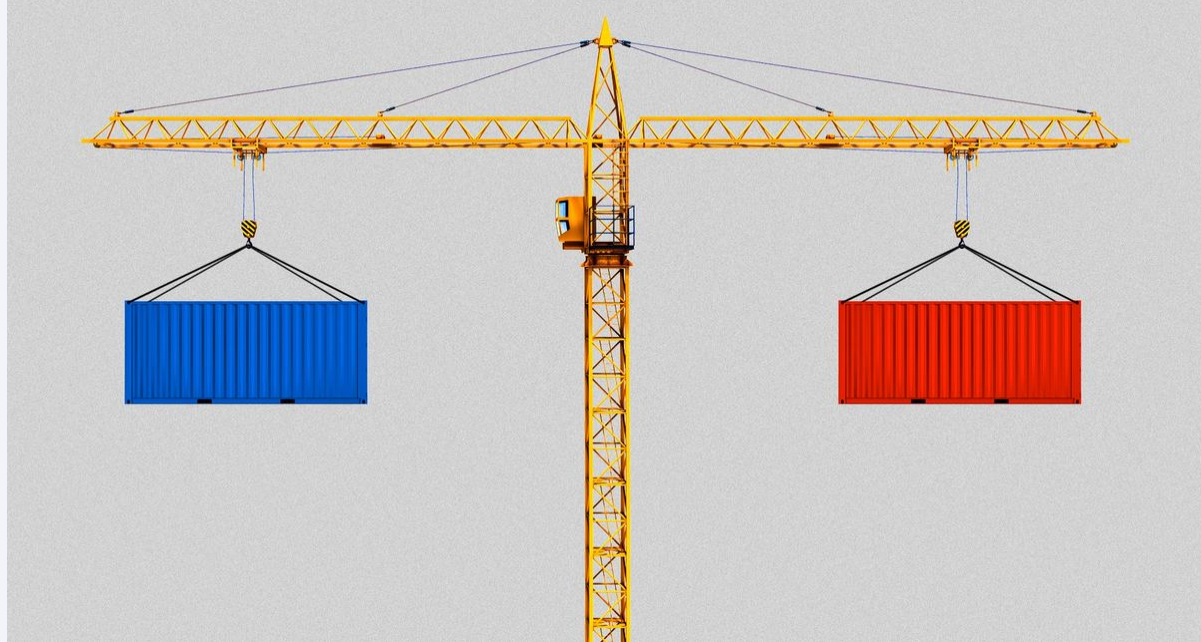
## Footwear & Politics

By Thomas Crockett • Mar 13, 2025

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FDRA weighed in this week with the Trump Administration as it prepares reciprocal tariffs on multiple countries.

### FDRA weighs in on reciprocal tariffs



FDRA filed official comments this week on President Trump’s plan for reciprocal tariffs. We are particularly concerned about 🇻🇳 Vietnam and 🇮🇩 Indonesia, since the U.S. runs large trade deficits with both countries.

🗳️ **FDRA President & CEO Matt Priest** will be on CNBC today to discuss the footwear industry’s views on tariffs.

- Watch Matt on CNBC at 1:50 p.m. ET

**What’s next:** The President’s team is putting together the reciprocal tariff plan. He plans to make the big tariff announcement on April 2.

- It is unclear how the administration will calculate the tariffs — by average tariff rates of each country, by product, by HTS lines? In the meantime, other countries will be looking for deals to avoid the tariffs.

**What we said:** We made several key points to the Trump Administration:

- The U.S. government already places a substantial tariff burden on footwear, even before any new tariffs are added. The footwear industry operates under very tight margins, and there is little room left for companies to absorb added tariffs.
- U.S. footwear companies cannot mitigate the harm from added tariffs by shifting sourcing. There are few sourcing countries for footwear, and it takes years to shift supply chains. We highlighted the many challenges of bringing footwear production back to the U.S.
- According to a [recent Emerson College Polling survey](#), commissioned by FDRA, 82 percent of registered voters believe tariffs will increase costs at stores like Walmart, Amazon, Target, and Costco. 72 percent of Republican voters believe that reducing prices on essential goods should be President Trump’s main priority.
- In 2009, the American footwear industry started the process of diversifying production out of China. We have seen a drop in volume from 87 percent of footwear from China in 2009 to 58 percent in 2024. But now, those companies that took on the difficult and costly multi-year task of shifting sourcing outside of China face the prospect of reciprocal tariffs in other markets.

[Read FDRA's comments](#)

### Take Action: Send a letter on tariffs



FDRA launched a [letter](#) to Members of Congress last month, urging them to push back on the tariffs. Please take 30-seconds to send a letter to your Member of Congress today.

[Send a letter](#)

**Why it matters:** Members of Congress are feeling the pressure from constituents on many different issues. Now is the time to make our voice heard on tariffs.

- Some Republican Senators are [admitting tariffs are a tax](#) that will be passed onto consumers.
- Former-Senate Majority Leader Mitch McConnell (R-KY) wrote an [Op-Ed](#) warning against the impact of Trump’s tariffs in his home state.

**Feedback needed:** Another way you can help is to share your personal story with us on how the tariffs have impacted your company.

- The tariff action on China was implemented so quickly that companies had just days to comply. We have heard from companies who missed having footwear loaded onto the vessel by just one day ... and now owe a significant amount of money to the U.S. government.
- As we prepare our advocacy to Congress and the Administration, we are gathering stories and examples of how U.S. companies and small businesses have been hurt.
- Please email examples to me at [tcrockett@fdra.org](mailto:tcrockett@fdra.org).

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Be sure to join us for our digital sample review on Wednesday, June 18. You can email pictures of your footwear samples to me at [tcrockett@fdra.org](mailto:tcrockett@fdra.org) ahead of the event, and we will discuss each sample with the expert panel live during the event.

**Why it matters:** There are more than **!** 400 ways to classify a shoe, and small changes mean a huge difference in tariff rates — and **💰** costs for companies!

[Register here](#)

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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