




Footwear & Politics

By Thomas Crockett • Jul 09, 2025

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 **Brazil targeted:** President Trump has released over 20 letters so far this week announcing “reciprocal” tariff rates countries will receive if no deal is reached by the self-imposed August 1st deadline. The Brazil letter, released late this afternoon, is different.

- The President announced the Brazil tariff increase to 50% partly in response to the prosecution of former Brazilian President Jair Bolsonaro over alleged involvement in a coup to overturn the election in Brazil. The tariff letter states, “This Trial should not be taking place. It is a Witch Hunt that should end IMMEDIATELY!”
- Brazil was not even on the reciprocal country list (view [here](#)). The U.S. runs a trade surplus with Brazil, so goods from Brazil were set at the universal 10% tariff rate.
- **One more thing:** Brazil threatened tonight to respond with reciprocity to the tariffs. President Trump’s letter makes clear that, if Brazil raises tariffs on U.S. goods, that same number will be added to the 50%.

 **Multiple tariff announcements:** The President announced tonight that new 50% tariffs on copper will hit August 1st. This week President Trump also threatened a 10% added tariff on any country that is a member of the BRICS system, which would hit Brazil, China, India, Indonesia, and other countries.

 **ICYMI - FDRA letter on tariff stacking:** Today, FDRA sent a [letter](#) to the Trump Administration urging it to prevent new tariffs from being stacked on top of current high footwear tariffs (read the update from earlier [here](#)).

[Read the letter](#)


As always, we will send out key updates to FDRA members as we receive them.

Thanks for reading. We’re available for any questions or comments you might have.

Matt and Thomas

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