

Right Honourable Mark Carney
Prime Minister of Canada
pm@pm.gc.ca

Her Excellency Claudia Sheinbaum
President of Mexico
contacto@claudiasheinbaum.com.mx

His Excellency Donald J. Trump
President of the United States of America
president@whitehouse.gov

July 24, 2025

Dear President Trump, President Sheinbaum and Prime Minister Carney,

On behalf of the North American fresh fruit and vegetable industry, we are writing to express our substantial concerns about the impact of tariffs on the affordability and availability of fresh produce items for consumers around the continent. We strongly urge your governments to work together to reach a long-term agreement that will restore a stable trading environment for our essential products.

The global fresh fruit and vegetable supply chain is one of the most deeply integrated in the world, and the North American market is particularly interdependent. Our countries rely on complementary cross-border trade to meet year-round consumer demand and ensure food security. This seamless exchange has historically allowed for efficient and affordable access to a wide variety of fresh fruits and vegetables.

In 2024 alone, Canada imported close to \$5.5 billion in fresh produce from the United States, representing a little less than half of all fresh produce imports. Canada also imported another \$3 billion in fresh produce from Mexico. Just as important, Canadian companies exported just over \$4.5 billion in fresh produce to the United States, comprising more than 97% of all fresh produce exports¹. That same year, the United States imported over 24 billion pounds of fresh produce from Mexico², valued at over \$19.6 billion, and exported more than \$1.7 billion into Mexico³. These figures highlight the critical interconnectedness of our agricultural economies.

We fully understand and support each country's right to respond to unfair trade practices. However, we urge your governments to consider the essential nature of fresh produce and the economic vulnerability of our sector. Applying tariffs to these perishable, high-turnover goods has immediate and often severe unintended consequences for growers, sellers, and consumers alike.

For both the general public and businesses, tariffs directly translate to higher grocery prices and reduced availability and variety of fresh produce, making healthy eating more expensive and limiting consumer choice. Businesses along the supply chain, from growers to retailers, face significantly increased operational costs due to these tariffs, directly impacting their already thin profit margins (typically ranging from 4% to 10%).

For exporters, tariffs make products less competitive and can lead to decreased sales and market loss. The perishable nature of fresh produce intensifies these challenges, as disruptions to the "just-in-time" supply chain can lead to spoilage and financial losses. The inherent uncertainty and volatility of tariff policies further hinder long-term planning and investment across the entire North American agricultural sector, jeopardizing the viability of the small and medium-sized enterprises that form the backbone of our industry.

Free and fair international trade in fresh produce offers huge economic growth opportunities for businesses and provides consumers with access to safe and healthy fresh food options year-round that are crucial to addressing chronic health challenges. Our organizations stand ready to serve as resources to your governments as you work to reach a robust trade agreement that will provide a stable North American economic and food system and long-term benefits for all.

¹ Statistics Canada, 2025

² USDA Agricultural Marketing Service, 2025

³ U.S. Census Bureau, 2025

Sincerely,



Cc:

Julio Berdegúé Sacristán, Secretary of Agriculture, Mexico
Heath MacDonald, Minister of Agriculture and Agri-food, Canada
Brooke Rollins, Secretary of Agriculture, United States