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**Tariffs and Buying
Canadian
Issues and Opportunities**

Where are we – with Tariffs



WHAT IS A TARIFF? [Let's use US tariffs on Canadian goods]

- They are fees (or taxes) on goods that come from another country.
- The main goal? Protect their own products from competition (that becomes more expensive)
- Right now there are US tariffs on Canadian goods:
 - 25% on most goods
 - 10% on energy
- And Canada is placing tariffs on US goods coming into Canada

Direction



Tariffs – an example

- US tariffs on Canadian goods, like maple syrup
- Canada produces 71% of the world's maple syrup. Not America
- If a 25% tariff is put on Canadian maple syrup: producers can:
 - A) Absorb the cost? Or B) add the tariff cost to their price
- If A) they'd lose 25% of their profit
- If B: they'd raise the price to US consumers by 25%
- Who pays the ultimate cost? US consumers

Direction

Impact of Tariffs – 1 (Household Costs)



- **Contrary to Trump's belief, the country of origin will not pay the cost. American consumers will if they continue to buy**
- **Costs will be borne by end consumers. It will raise their prices (for the US – lumber from Canada, energy from Canada).**
- **CNN estimates \$1900 per year per household (Yale study)**
- **Est increases: computers (11%), natural gas (5%), white rice (4%)**
- **For us as well (Trent to talk about wine!)**

Direction

Impact of Tariffs – 2 (Economic)

- **75% of Canadian exports go to the US**
- **Costs will also be borne by manufacturers/producers using material that is part of your supply chain.**
- **For example: Canadian lumber will impact US housing**
- **For example: US Steel or Aluminum will impact Canadian products**
- **Economists are estimating the overall impact to Canada (& US)**
 - **Possible downturn – or thwarted growth**
 - **Lost jobs if markets are reduced**
 - **Inflation will increase**
 - **GDP will decrease (we were at 1.25% - could reduce by up to 4.2% (that equates to \$126 billion))**

Impact of Tariffs – 3 (Politics)

- **The changeability and extreme actions of Trump are eroding confidence**
- **This instability is affecting the stock market (Oh Oh – are the US billionaires losing money?)**
- **Trump's making allies mad and defensive. US may be isolated**
- **Canada will need to strengthen other relationships**
- **Concerning for the free world, starting with Ukraine: US seems closer to Russia**

Impact of Tariffs – 4 (Sectors Most Impacted)

- **Immediate impact: Canadian goods to US drop / (and US to us)**
- **Higher costs – lower demand/investments/GDP**
- **Most affected sectors:**
 - **Export-oriented businesses**
 - **Heavily integrated industries (e.g. automotive)**
 - **Sectors that process resources (paper/plastic production, machinery/chemical manufacturing)**
 - **This instability is affecting the stock market (Oh Oh – are the US billionaires losing money?)**

What can We Do?

- **Buy Canadian – Buy Local (Ford ripped up Starlink contract) and is removing American alcohol from LCBOs**
 - **Including Canadian owned franchises, hiring Canadians**
There are social media posts identifying Canadian groceries
- **Seek supply chain sources from other locations than the US**
- **Develop markets in other countries than the US - Canada has 50 free trade agreements with other countries (this will take time)**
- **Encourage the provinces to remove interprovincial trade barriers**
- **Not sure about the impact on NATO – but it appears countries, like Canadians are pulling together (And supporting Ukraine with revenues frozen from Russia)**

As Canadians consumers we need to get ready to do our part to stand up to the US tariffs.



Here's how you can help 🖐️ 🖐️ 🖐️ 🖐️ Buy Canadian!

Here's a list of US products and their Canadian equivalents you can keep handy for your next trip to the grocery store.

Dairy Products:

Instead of Kraft (cheese, dairy) → Try Saputo, Black Diamond, Armstrong

Instead of Philadelphia (cream cheese) → Try Lactantia, Tre Stelle, Agropur

Instead of Yoplait (yogurt) → Try Astro, Olympic, Liberté

Instead of Land O'Lakes (butter) → Try Lactantia, Natrell, Gay Lea Soft Drinks & Beverages

Instead of Coca-Cola, Pepsi → Try Canada Dry, PC sodas

Instead of Tropicana (juice) → Try Oasis, SunRype, Arthur's

Instead of Gatorade, Powerade → Try BioSteel (Canadian sports drink)

Instead of Starbucks bottled drinks → Try Tim Hortons, Second Cup ready-to-drink beverages

Packaged & Snack Foods

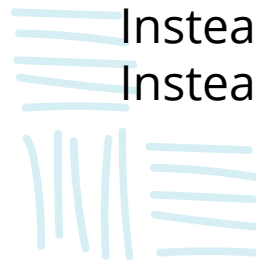
Instead of Lay's (chips) → Try Old Dutch, Covered Bridge, Hardbite


Instead of Doritos, Cheetos → Try Neal Brothers, Hardbite tortilla chips

Instead of Kellogg's (cereal) → Try Nature's Path, Barbara's, Quaker (some products Canadian-made)

Instead of Nabisco (cookies/crackers) → Try Dare, Leclerc, Voortman

Instead of Campbell's (soups) → Try Habitant (by Loblaws), President's Choice soups





Instead of Heinz (ketchup, sauces) → Try French's (Canadian-made ketchup), President's Choice Meat & Processed Foods

Instead of Oscar Mayer (deli meats) → Try Maple Leaf, Schneiders, Pillers

Instead of Hormel (bacon, ham) → Try Olymel, Grimm's

Instead of Tyson Foods (chicken products) → Try Lilydale, Maple Lodge Farms

Instead of Beyond Meat (plant-based) → Try Yves Veggie Cuisine, Garde in Condiments & Sauces

Instead of Hellmann's (mayonnaise) → Try President's Choice, Compliments

Instead of French's (mustard) → Try Kozlik's, President's Choice

Instead of Hidden Valley (salad dressing) → Try Renee's, Kraft (Canadian-made varieties)

Instead of Tabasco (hot sauce) → Try Dawson's, Piri Piri by PC, No Name hot sauce Baking Products

Instead of Pillsbury (flour, baking mixes) → Try Robin Hood, Five Roses, Compliments

Instead of Betty Crocker (cake mixes) → Try President's Choice, No Name

Instead of Hershey's (chocolate chips) → Try Camino, Laura Secord, PC chocolate chips

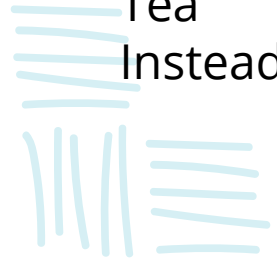
Instead of Domino (sugar) → Try Redpath (Canadian brand) Frozen Foods

Instead of Green Giant (vegetables) → Try Arctic Gardens, Compliments, No Name


Instead of Stouffer's (frozen meals) → Try President's Choice, M&M Food Market

Instead of Eggo (waffles) → Try Nature's Path, President's Choice

Instead of DiGiorno (frozen pizza) → Try Dr. Oetker (some made in Canada), President's Choice Coffee & Tea



Instead of Starbucks → Try Tim Hortons, Second Cup, Van Houtte



Instead of Folgers → Try Nabob, Kicking Horse Coffee
Instead of Lipton (tea) → Try Red Rose, Tetley (some products Canadian-made)
Instead of Nestlé (coffee creamers) → Try International Delight (Canadian-made), Beatrice creamers
Personal Care Products (found at grocery stores)
Instead of Colgate (toothpaste) → Try Green Beaver, Tom's of Maine (some Canadian-made)
Instead of Dove (soap, shampoo) → Try Live Clean, The Green Beaver Company
Instead of Head & Shoulders → Try Attitude, The Unscented Company
Instead of Gillette (razors, shaving cream) → Try Schick (some Canadian-made), Personna

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*Thank
You!*

Patricia Dent

Business Mentor

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are a good fit for this training**

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