Member Advocacy Toolkit
ISSUE | U.S. Tariffs on Chinese Imports

Table of Contents

1) Issue Brief .................................................................................................................................................. 2
2) Action Plan .................................................................................................................................................. 4
3) Talking Points ............................................................................................................................................. 5
4) Email Message ............................................................................................................................................ 6
5) Social Media Posts ...................................................................................................................................... 7
What change was announced?
As part of its Section 301 investigation into Chinese intellectual property and technology transfer issues, the U.S. Trade Representative (USTR) has issued a third, proposed list of $200 billion in tariffs on Chinese exports. This latest announcement follows:

- The original list (list 1) of $34 billion in tariffs that have been imposed since July 6, and
- The second, proposed list (list 2) of $16 billion in tariffs still under review by USTR.

Following is an update on the status of each list:

- Tariffs on list 1 went into effect on July 6. U.S. Customers and Border Protection has issued instructions for importing items from China that are now subject to the 25 percent tariffs. Members are advised to work with their customs brokers to best understand these processes.

  During the comment period for list 1, NAFEM submitted comments to USTR and was successful in removing 60 percent of member materials, parts and components, and 42 percent of finished commercial foodservice equipment, from the original, proposed list. These items will not be subject to the 25 percent import tariff.

- Tariffs on the proposed list 2 will be addressed during an upcoming public notice and comment process. According to the Federal Register notice, written comments are due by July 23. A public hearing will be held on July 24. The deadline to request to appear at the public hearing has passed. As it did for list 1, NAFEM will submit written comments and appear at the public hearing on behalf of members as part of its continued efforts to have member materials, parts, components and finished goods removed from list 2 of items subject to 25 percent tariffs.

- Additionally, the USTR has published a Federal Register notice outlining the criteria and process for product exclusion requests from lists 1 and 2.

- List 3 was announced on July 10 and includes $200 billion in tariffs. Once finalized, these items will be subject to a 10 percent tariff. Written comments on list 3 are due by August 27. A public hearing will be held on Capitol Hill from August 20-23. Members interested in attending and speaking at the public hearing need to file a request to do so by July 27. As with the previous two lists, NAFEM will submit written comments and appear at the public hearing on behalf of members. Details on the comment period are included in the announcement.

Why is this action taking place?
The administration is seeking to reduce the U.S. trade imbalance with China and protect America’s intellectual property rights.

What is NAFEM’s position?
NAFEM maintains these additional tariffs will raise the cost of inputs for many members' products that could impact U.S. jobs. This is directly contrary to the Administration’s stated priority of increasing good-paying U.S. manufacturing jobs.
On behalf of the organization, NAFEM President Joe Carlson, CFSP, President, Lakeside Manufacturing, Inc., issued the following statement:

_Foodservice equipment produced by NAFEM members is used by hotels, restaurants, hospitals and nursing homes across the U.S. to feed millions of people every day. Unfortunately, the tariffs announced by the United States Trade Representative will make it more expensive to produce this important equipment, which could negatively impact U.S. jobs. The Chinese import tariffs are directly contrary to the Administration’s stated priority of increasing good-paying U.S. manufacturing jobs. Smart, economically competitive sourcing from global suppliers, including those in China, allows NAFEM members to control costs, which protects and even expands U.S. jobs._

NAFEM will continue to advocate for a solution to China’s unfair trade practices that does not include tariffs that ultimately hurt American workers and consumers.

**What is NAFEM doing to address this issue?**
NAFEM has successfully advocated to have more than 40 percent of members’ material inputs and finished goods removed from list 1. With the same goal, NAFEM will continue to aggressively participate in the public comment and hearing processes for lists 2 and 3.

**What should my company be doing to address this issue?**
The tariffs on items included in list 1 are already in effect. Members should review lists 2 and 3 and evaluate the impact to their businesses, which may include increased costs, supply chain disruptions, and/or more.

Written comments for list 2 will be accepted through July 23. Instructions for submitting written comments are included [here](#). Once comments are heard and reviewed, USTR will finalize list 2 and impose tariffs on these items.

Written comments for list 3 will be accepted through August 27 and members interested in attending and speaking at the public hearing need to file a request to do so by July 27. Instructions for submitting written comments are included [here](#). Once comments are heard and reviewed, USTR will finalize list 3 and impose tariffs on these items as well.

We also encourage members reach out to their elected officials to explain how the tariffs on Chinese imports negatively impact their businesses. To support this outreach, NAFEM has developed this Advocacy Toolkit for members to use in their outreach efforts.

**Who should I contact with questions?**
For questions on this topic, please contact Charlie Souhrada, CFSP, NAFEM’s vice president, regulatory & technical affairs: [csouhrada@nafem.org](mailto:csouhrada@nafem.org) or +1.312.821.0212; or visit [www.nafem.org](http://www.nafem.org).
Action Plan

This issue continues to move quickly and change rapidly. It is important that members contact their U.S. Senators and Representatives immediately to indicate their opposition to the list 1 tariffs imposed on imports, as outlined in the Issue Brief above. Members should also review lists 2 and 3, for which tariffs will be finalized at a later date, and prepare to provide comments by July 23 and August 27, respectively.

Outreach to Elected Officials

1) Identify your elected U.S. Senators and Representatives at this website. Be sure to identify officials in all the communities/states in which your business has offices, plants and other operations.

2) Familiarize yourself with the talking points on this issue included within this toolkit. It is essential that members speak with “one voice,” presenting a consistent, compelling message on behalf of their companies and the industry.

3) Given the urgency of this issue, we recommend you telephone and/or email your elected officials and the White House.
   - If you prefer to call your elected officials, use the talking points in this toolkit.
   - If you prefer to send an email to your elected officials, addresses are also included in the website above.

4) If you or your company are active in social media - and your social media sites are followed by elected officials – use the social media engagement tools in this toolkit to share your opposition to the tariffs. If your company uses social media and has not yet invited elected officials to follow it, please do so as they often follow progress of businesses and business leaders in their districts via social media.

Providing comments to USTR

Tariffs on list 1 went into effect on July 6.

For list 2, the USTR will accept written comments until July 23. The deadline for requesting to attend the public hearing has passed. Post-hearing rebuttal comments will be accepted until July 31.

For list 3, the UST announced the following dates for submitting written and/or in-person comments:

   • July 27, 2018: Due date for filing requests to appear and a summary of expected testimony at the public hearing, and for filing pre-hearing submissions.
   • August 17, 2018: Due date for submission of written comments.
   • August 20-23, 2018: The Section 301 Committee will convene a public hearing in the main hearing room of the U.S. International Trade Commission, 500 E Street SW, Washington DC, 20436 beginning at 9:30 am.
   • August 30, 2018: Due date for submission of post-hearing rebuttal comments.

If you have questions about outreach to elected officials or providing comments to USTR either in writing or in person, please contact Charlie Souhrada, CFSP, NAFEM’s vice president, regulatory & technical affairs: csouhrada@nafem.org or +1.312.821.0212.
Talking Points

What is this document?
As advocates for our industry, it is essential that all members speak with “one voice,” presenting a consistent, compelling message on behalf of their individual companies and the industry, about this topic.

How do I use it?
These talking points are the foundation of all your communication on Section 301 tariffs on Chinese imports. Please use them consistently for maximum impact. If you decide to call elected officials, these talking points can be the basis of your conversation.

- Our company opposes the tariffs on imports from China. We are deeply disappointed that the Trump administration has decided to move forward with this action that will increase the cost of our product inputs and could impact U.S. jobs.

- We produce [list products] in the U.S., employing [XX] people in [list states].

- The foodservice equipment we produce is used by hotels, restaurants, hospitals and nursing homes across the U.S. to feed thousands of people every day.

- Increasing the cost of the material inputs, tools and equipment we use to produce our equipment and supplies, as well as finished goods we manufacture in China for the U.S. domestic market, will make it difficult to compete with imported, non-tariffed finished goods.

- Unfortunately, we could see lower sales, less investment and potentially, even a loss of jobs as a result of the tariffs.

- Smart, economically competitive sourcing from global suppliers, including those in China, allows us to control costs, which protects and even expands U.S. jobs.

- The Chinese import tariffs are directly contrary to the Administration’s stated priority of increasing good-paying U.S. manufacturing jobs.

- While we understand the President’s intent is to address China’s unfair trade practices, we must do so in a way that does not include tariffs that ultimately hurt American workers and consumers.

- Thank you for doing all you can to urge U.S. Trade Representative Robert Lighthizer and President Trump to change course now to protect and sustain millions of U.S. manufacturing jobs.
Email Message

What is this document?
If you prefer to communicate with U.S. Senators and Representatives by email, you can customize this message to do so.

How do I use it?
Customize this email by adding the information highlighted in yellow. Email it U.S. Senators and Representatives in all the communities/states in which your business has offices, plants and other operations.

Honorable First name Last name
Title

Dear Ms. /Mr.:

I am the [add title] of [company name] located in [add town, state for Representatives or state for Senators]. We manufacture foodservice equipment including [add brief description of product line]. We have been in business for [XX] years and employ approximately [XXX] people at this location and [XXX] across our operations.

We’re sending this email to let you know that our company opposes the tariffs on imports from China and is deeply disappointed that the Trump administration has decided to move forward with this action that will increase the cost of our product inputs and could impact U.S. jobs.

The foodservice equipment we produce is used by hotels, restaurants, hospitals and nursing homes across the U.S. to feed thousands of people every day. Increasing the cost of the material inputs, tools and equipment we use to produce our equipment and supplies, as well as finished goods we manufacture in China for the U.S. domestic market, will make it difficult to compete with imported, non-tariffed finished goods. Unfortunately, we could see lower sales, less investment and potentially, even a loss of jobs as a result of the tariffs.

Smart, economically competitive sourcing from global suppliers, including those in China, allows us to control costs, which protects and even expands U.S. jobs. The Chinese import tariffs are directly contrary to the Administration’s stated priority of increasing good-paying U.S. manufacturing jobs.

While we understand the President’s intent is to address China’s unfair trade practices, we must do so in a way that does not include tariffs that ultimately hurt American workers and consumers.

Thank you for doing all you can to urge U.S. Trade Representative Robert Lighthizer and President Trump to change course now to protect and sustain millions of U.S. manufacturing jobs.

Sincerely,

[name]
[title]
[company name]
[phone number]
Social Media Posts

What is this document?
If you or your company are active in social media – and your social media sites are followed by elected officials – use the social media engagement tools in this toolkit to share your opposition to the tariffs. If your company uses social media and has not yet invited elected officials to follow it, please do so as they often follow the social media accounts of businesses and business leaders in their districts via social media.

How do I use it?
Post the Facebook message and Twitter tweet copy below to your accounts that are followed by elected officials.

Facebook Post
Note: Keep your post to under 250 characters, the recommended length to maximize likes, comments and shares.

We oppose the Chinese import tariffs; they are contrary to the Administration’s stated priority of increasing US manufacturing jobs. We must address China’s unfair trade practices without hurting American workers and consumers. #tariffsaretaxes

Twitter Tweets
Note: Keep your tweet to between 100 and 120 characters or less to allow others room to retweet (RT).

Say no to Chinese imports tariffs. Fix unfair trade practices w/o hurting American workers and consumers #tariffsaretaxes