

Member Advocacy Toolkit

ISSUE | New survey quantifies negative impact of tariffs on industry

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ISSUE BRIEF | New survey of NAFEM members quantifies negative impact of tariffs; members encouraged to contact elected officials

DATE: Feb. 8, 2019

What is the issue?

Tariffs on Chinese imports and steel and aluminum imported from the EU, Canada and Mexico are hurting the U.S. commercial foodservice equipment manufacturing industry, according to a recent survey of NAFEM members¹.

More than 80 percent of respondents to the NAFEM survey reported that import tariffs have negatively impacted their businesses. Specifically:

- 50 percent said tariffs on Chinese imports are impacting their ability to compete and 53 percent said these tariffs are hurting sales;
- 56 percent said that tariffs on imported steel and aluminum have impaired their ability to compete and 47 percent said these tariffs are hurting sales.

The majority of NAFEM members surveyed also reported that tariffs on Chinese imports and imported steel and aluminum are raising material costs by anywhere from 6 to 15 percent.

Although trade negotiations with China continue, there is no relief proposed from tariffs on steel and aluminum imported from Canada and Mexico in the United States – Mexico – Canada Agreement that is now awaiting approval from all three countries.

What is NAFEM doing to address this issue?

NAFEM conducted the survey to quantify the negative impact of the tariffs on members' businesses. The Association shared this information in a [press release](#) sent to national media, senators in all 50 states and other collaborative partners working to eliminate the tariffs, including the [National Association of Manufacturers](#) (NAM), the [Coalition of American Metal Manufacturers and Users](#) (CAMMU) and the [Alliance for Competitive Steel and Aluminum](#). NAFEM also shared details of the survey findings on its [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#) social media channels.

Additionally, NAFEM continues to work and communicate with elected officials, including Senator Ron Johnson (R-WI) and Senator Chuck Grassley (R-IA), on their efforts to reverse the tariffs.

What is Congress doing to address this issue?

The bi-partisan [Bicameral Congressional Trade Authority Act of 2019](#) was introduced in the House and Senate in late January. If passed, the Act would require congressional approval of any new tariffs imposed for national security reasons. The bill would apply to all tariffs imposed for national security reasons in the past four years, including the steel and aluminum tariffs.

What should my company do to address this issue?

It is imperative that elected officials understand the business impact of tariffs on NAFEM member companies in their states/districts. Members should contact their U.S. Senators and Representatives, to indicate their continued opposition to the tariffs. To help, we've attached a toolkit of communications materials.

Who should I contact with questions?

¹ NAFEM surveyed its 550 members in January 2019. Eight percent of members responded

For questions on this topic, please contact Charlie Souhrada, CFSP, NAFEM's vice president, regulatory & technical affairs: csouhrada@nafem.org or +1.312.821.0212; or visit www.nafem.org.

Action Plan

Tariffs on Chinese imports and steel and aluminum imported from the EU, Canada and Mexico are hurting the U.S. commercial foodservice equipment manufacturing industry, according to a recent survey of NAFEM members².

It is imperative that elected officials understand the business impact of tariffs on NAFEM member companies in their states/districts. To help members easily share this information, NAFEM has created this [Advocacy Toolkit](#) of talking points, email messages and social media posts for members to use in their outreach efforts.

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 continued urgency of this issue, we recommend you telephone and/or email your elected officials.
 - 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.

² NAFEM surveyed its 550 members in January 2019. Eight percent of members responded

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 tariffs. 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 Section 301 tariffs on imports from China, as well as the Section 232 imports on steel and aluminum imported from the EU, Canada and Mexico.
- We are deeply disappointed that the Trump administration has implemented this action that is increasing the cost of our product inputs and could impact U.S. jobs, as well as the overall U.S. economy.
- We produce [products] in the U.S., employing [XX] people in [states].
- The commercial foodservice equipment [and supplies] we produce are/[is] used at restaurants, schools, military bases, hospitals and elsewhere to feed thousands of people away from home every day.
- Unfortunately, tariffs are making it more expensive for us to produce the equipment and supplies that feed our troops, nourish school children, help the sick and create family memories.
- In a recent survey of companies in our industry, 80 percent of the respondents reported that tariffs have negatively impacted their businesses -- affecting their abilities to compete and hurting sales.
- The tariffs are hurting American businesses, good-paying U.S. manufacturing jobs, and are also beginning to impact consumers, none of which bodes well for a strong U.S. economy.
- Tariffs are directly contrary to the Administration’s stated priority of increasing good-paying U.S. manufacturing jobs and reducing regulatory burdens.
- While we understand the President’s intent is to address unfair trade practices, trade wars have no winners. Now is the time for talks, not tariffs.
- We’re encouraged by recent Congressional action to work toward a solution to unfair trade practices and urge the administration and congress to quickly work toward a solution that doesn’t hurt American businesses, workers and consumers.

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 commercial foodservice equipment [and supplies] 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 Section 301 tariffs on imports from China, as well as the Section 232 imports on steel and aluminum imported from the EU, Canada and Mexico.

The foodservice equipment [and supplies] we produce are used at restaurants, schools, military bases, hospitals and elsewhere to feed thousands of people away from home every day. Unfortunately, tariffs on Chinese imports, combined with tariffs on imported steel and aluminum, are making it more expensive for us to produce the equipment and supplies that feed our troops, create family memories, nourish school children and nurture the sick.

In a recent survey of companies in our industry, 80 percent of the respondents reported that tariffs have negatively impacted their businesses -- affecting their abilities to compete and hurting sales. The tariffs are hurting American businesses, good-paying U.S. manufacturing jobs, and are also beginning to impact consumers, none of which bodes well for a strong U.S. economy.

While we understand the President's intent is to address unfair trade practices, trade wars have no winners. Now is the time for talks, not tariffs.

We're encouraged by recent Congressional action to work toward a solution to unfair trade practices. Thank you for doing all you can to identify a solution that doesn't hurt American businesses, workers and consumers.

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 Posts

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

In a recent survey of companies in our industry, 80 percent of the respondents reported that tariffs have negatively impacted their businesses -- affecting their abilities to compete and hurting sales. Tariffs on Chinese imports and steel/aluminum are negatively impacting good-paying U.S. manufacturing jobs, and are beginning to impact consumers, neither of which bodes well for a strong U.S. economy.

While we understand the President's intent is to address unfair trade practices, trade wars have no winners. We're encouraged by recent Congressional action to work toward a solution to unfair trade practices. Now is the time for talks, not tariffs that hurt American businesses, 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).

Tariffs are hurting business for 80% of companies in our industry. We need a solution now.
#tariffsaretaxes



to recent Congressional work toward a solution to unfair trade practices. Trade wars have no winners #tariffsaretaxes