

March 27, 2025

The Honorable Howard Lutnick  
Secretary of Commerce  
United States Department of Commerce  
Washington, DC 20230

The Honorable Brooke Rollins  
Secretary of Agriculture  
United States Department of Agriculture  
Washington, DC 20250

Ambassador Jamison Greer  
United States Trade Representative  
Executive Office of the President  
Washington, DC 20508

Dear Secretary Lutnick, Secretary Rollins, and Ambassador Greer:

On behalf of the International Fresh Produce Association (IFPA), I am writing to express our concerns regarding the real-world consequences of U.S. tariffs on fresh products. Representing fresh produce and florals within the specialty crop sector of agriculture, we believe that every nation that can feed itself should do so. Therefore, IFPA supports fair and strong trade among nations because it grows markets, increases prosperity, and ensures that everyone has access to the healthiest, freshest foods.

Our members earnestly believe that the proposed U.S. tariffs and the resulting retaliatory actions of other nations threaten American consumers' ability to afford fresh produce and florals, as well as the stability and prosperity of the growers and businesses that supply them. While growers and suppliers proudly feed Americans every day, fresh fruits, vegetables, and florals are among the most robustly traded across the North American market and, in some cases, the world.

Different growing seasons and regions mean that a North American market well serves Americans' demand for a stable and affordable variety of fresh produce. Furthermore, products such as most tropical produce have limited commercial-scale production in the U.S. due to the lack of suitable growing conditions. Where there are no domestic alternatives, a limited supply, or seasonal considerations, U.S. growers and suppliers rely on imports to supplement domestic production and meet year-round demand for fruits and vegetables.

Despite our concerns regarding tariffs, *IFPA strongly supports the administration's commitment to easing bureaucratic burdens and reforming regulations.* We believe that reining in regulatory overreach—ranging from crop protection to labor wages—is the most effective way to support domestic fresh produce production. Streamlining regulations and taking action to ensure a reliable workforce would empower American growers and produce businesses to thrive in a worldwide market, ultimately benefiting agriculture, consumers, and the nation.

Recent acute supply chain disruptions graphically demonstrate that marketplace volatility and supply limitations threaten market stability, resulting in consumers paying higher prices at the grocery store. Appreciating the administration's aim to strengthen the American economy and incentivize domestic production, on matters of trade, IFPA believes that goal is best accomplished by negotiating more favorable terms among current and potential U.S. trading partners.

It is IFPA's longstanding mission to create a more vibrant and healthier world for all. We believe that fresh, nutrient-rich foods are crucial to enhancing Americans' diets and improving their long-term health outcomes. Because tariffs will increase the cost of fresh fruits and vegetables, we believe – and history demonstrates – that higher prices mean consumers buy fewer of the foods that hold the greatest potential to make Americans healthier.

IFPA members respectfully urge President Trump and the administration to provide exemptions from new and future tariffs for fresh produce and florals. Such exemptions, reinforced by regulatory reforms and more equitable trade agreements, would ensure that American consumers continue to have access to affordable, nutritious food while supporting the economic prosperity of fresh produce growers and businesses that feed this nation and the world.

IFPA shares President Trump's support for American agriculture and appreciates the administration's consideration of our concerns and request for relief. We look forward to continuing to work with you to find solutions that benefit both American consumers and the fresh produce sector.

Sincerely,



Cathy Burns  
CEO

International Fresh Produce Association