

July 9th, 2026

The Honorable Jamieson Greer
United States Trade Representative
Office of the U. S. Trade Representative
600 17th St., NW
Washington, DC 20508

Dear Ambassador Greer,

The undersigned U.S. producers, shippers, distributors, marketers, agriculture exporters, and retailers throughout the U.S. food and agriculture value chain, write in support of the renewal of the United States-Mexico-Canada Agreement (USMCA). Since its adoption, USMCA has delivered meaningful benefits to the U.S. food and agriculture sector. We also write to express our strong support for maintaining duty-free trade in agriculture, including seasonal produce. Any restrictions on seasonal produce trade, including tariffs, tariff-rate quotas (TRQs) or similar measures, which would disrupt the integrated North American supply chain, increase costs for consumers, and create the risk of retaliatory action across a broad range of U.S. food and agricultural products.

The produce sector operates as an integrated North American market, with supply shifting seasonally across geographies to meet continuous consumer demand. U.S. production alone cannot sustain a 52-week market due to structural constraints, including water availability, labor and regulatory costs, climatic conditions, and land limitations.

Imports are not a substitute for domestic production—they are a necessary complement. Avocados provide a clear example: California production represents only a limited share of total U.S. supply—approximately 10% annually and up to 17% at peak production—making year-round availability dependent on imports.³ This cross-border supply chain generates significant economic value in the United States, supporting billions in economic output, 42,000 U.S. jobs, and over a billion dollars in tax revenue.⁴

Proposals to impose seasonal produce restrictions, including TRQs, would disrupt this balance. Such measures would constrain supply during key periods, increase price volatility, and create inefficiencies throughout the supply chain—from sourcing and logistics to retail execution. These impacts would ultimately be borne by American consumers and businesses, with higher prices and reduced access to fresh food.

Fresh fruit and vegetable imports play an essential role in the U.S. economy. In addition to supporting year-round access to affordable and nutritious food, imports generate substantial domestic value—supporting American jobs across transportation, warehousing, wholesale distribution, retail, and foodservice, while driving significant downstream economic activity. This integrated system underpins a more than \$20 billion continental fresh produce network that supports U.S. food supply, logistics, and retail competitiveness.^{1,2}

Mexico and Canada are the two leading export markets for the United States. More than \$60 billion was exported to these two countries in 2024, accounting for 1/3 of all U.S. agricultural exports. Mexico is consistently a top U.S. export destination for corn, dairy, poultry, pork, beef, soybean

meal, distillers grains, rice, and sweeteners, among other products. Moreover, food and agricultural exports remain a key engine of the U.S. economy. The U.S. Department of Agriculture has determined that for every dollar generated by agricultural exports, an additional \$1.09 in business activity is created. By this measure, agricultural exports to Canada and Mexico generate more than \$65 billion in additional economic activity.

Agricultural exports are also a critical driver of employment, with every \$1 billion in exports supporting approximately 6,000 full-time jobs across the U.S. economy. Any disruption to North American trade flows introduces a significant risk of retaliation against U.S. exports and the broader economic engine they fuel.

USMCA plays a central role in maintaining food security in the United States. Stable, tariff-free trade ensures a consistent, affordable, year-round supply of fresh fruits and vegetables. As policymakers evaluate the agreement, it is critical to preserve the framework that supports U.S. producers, protects supply chain stability, and enables reliable access to nutritious food for American consumers. We appreciate your leadership and urge you to support a USMCA outcome that maintains tariff-free trade in fresh produce.

Sincerely,

Controlled Environment Agriculture Alliance
Corn Refiners Association
Driscoll's
GoodFarms, Inc.
Fresh Produce Association of the Americas
Frutera Produce
JV Smith Companies
Mastronardi Produce USA
Mission Produce
National Council of Chain Restaurants
National Corn Growers Association
National Restaurant Association
National Retail Federation
Nature Fresh Farms
NatureSweet
North American Renderers Association
Produce Coalition for USMCA
Red Sun Farms
Seald Sweet LLC
Taylor Farms
Texas International Produce Association
The Border Trade Alliance
The Wonderful Company
USA Poultry & Egg Export Council

End Notes:

1. OEC, U.S. Imports from Mexico – Vegetables, Fruits & Nuts (2023).
2. USDA ERS; OEC; WTO.
3. Hass Avocado Board. Total Volume. 2025.
4. Williams & Hanselka, 2024 (Forecasting & Business Analytics, LLC).

Cc:

The Honorable Brooke Rollins, Secretary, U.S. Department of Agriculture

The Honorable Scott Bessent, Secretary, U.S. Department of Treasury

The Honorable Howard Lutnick, Secretary, U.S. Department of Commerce