

## Advisory Notice / U.S. Tariffs / Aug 6

Dear,

We want to inform you of important tariff changes taking effect on **August 7, 2025**, under the **International Emergency Economic Powers Act (IEEPA)**. These changes could significantly impact Canadian companies importing goods into the U.S.

### Key Tariff Updates:

- **Canada:** Reciprocal tariffs will increase to **35%** on applicable goods — **unless** the import qualifies for preferential treatment under **USMCA**.
- **Mexico:** Tariff increases are delayed by 90 days. Status quo remains in place for now.
- **Brazil:** Tariffs rise by an additional 10%, totaling **50%**.
- **China:** No changes announced at this time.
- Countries not listed in **Annex 1** of the presidential order will remain subject to the standard 10% rate.

### What products are affected?

These tariff hikes target critical sectors. **Canadian exports to the U.S. most likely to be affected include:**

- **Aluminum and Copper products** (e.g., universal copper alloy wires, plates, and tubes)
- **Electric vehicles (EVs) and EV batteries**
- **Steel and aluminum components**
- **Medical equipment**
- **Critical minerals and rare earth elements**

For more context, see the official announcement:

👉 [White House Presidential Order – July 2025](#)

👉 [Global News: Tariff Breakdown](#)

If your company imports or exports goods in these categories, we strongly advise reviewing your current tariff strategy and classification. Taking full advantage of USMCA may help you avoid or reduce the increased duty rates.

If you have questions about these changes or need assistance, please reach out to your JORI representative or contact [customs@jorilogistics.com](mailto:customs@jorilogistics.com).

Regards,

**JORI Team**