[Date]

[Congressional Recipients]

Dear [Recipients]:

On behalf of [Company Name], our [Number] employees, and the millions of consumers around the world who enjoy our American-made products, we are urging Congress to swiftly ratify the pending U.S.-Mexico-Canada Agreement (USMCA) and ask for your support in getting there. This trade deal promises to bring greater certainty to key dairy export markets and to open new channels of trade for U.S. dairy businesses and farmers . This is particularly important given the tremendous impact that China’s retaliatory tariffs have had on dairy exports to America’s 3rd largest foreign market.

America’s dairy industry is an economic force that directly employs nearly 1 million Americans and contributes approximately $620 billion to the U.S. economy.[[1]](#footnote-1) Our company alone [insert brief reference to your firm’s jobs, farms and/or economic footprint in the member’s state]. [State’s] dairy industry creates jobs, and exports can create more.[[2]](#footnote-2)

The U.S. dairy industry exported $5.6 billion in dairy products in 2018 to markets around the world, with Mexico being by far our largest customer. In total, U.S. dairy exports in 2018 were the equivalent of 10 million gallons of milk going overseas every single day in products ranging from cheese to ice cream to milk powder.

Exports abroad have a significant impact here at home, creating more demand for the milk produced by America’s dairy farmers, the high-quality dairy products produced by American dairy plant workers from that milk, and the input supplies those farms and plants buy. Across the country, dairy exports support approximately 100,000 jobs, generating economic activity and strengthening our rural communities. And Congress has an important opportunity to support the dairy industry in [State] by moving to bring USMCA to a vote for passage.

USMCA will modernize NAFTA, bringing strong benefits to both the dairy industry and the agricultural economy by safeguarding our valuable export market in Mexico, making needed improvements to trade with Canada and upgrading trade rules to discourage nontariff barriers to trade. Among its dairy benefits:

* Strengthens our trading relationship with Mexico by locking in existing zero tariff access to Mexico for agriculture exports and preserving the U.S. dairy industry’s role as Mexico’s key supplier.
* USMCA increases trade opportunities in Canada and reforms Canada's controversial milk pricing system, providing much-needed access to a dairy market largely excluded from the current NAFTA.
* Strengthens safeguards regarding U.S. companies’ rights to use common food names.
* Establishes strong sanitary and phytosanitary provisions focused on ensuring the highest scientific standards for food safety while discouraging unscientific barriers to safe food exports.

Finalizing this trade agreement and restoring certainty to the trusted trade relationships we share with Mexico and Canada will provide a critical boost for dairy farmers and processors in your [district/districts/state] that have been harmed by a prolonged rural recession.

The International Trade Commission stated that the dairy sector ultimately stands to gain more than $314 million in expanded sales to Canada, Mexico and other global markets as a result of USMCA’s provisions. The U.S. dairy industry estimates that over the first six years of implementation, U.S. dairy farm revenue will increase by a total of an additional $548 million.

We appreciate your continued support for American agriculture. When Congress returns from its August recess, we ask that you stand up for [State]’s dairy farmers and processors by supporting swift bipartisan passage of USMCA to secure an optimistic future for dairy exports.

Sincerely,

[Signature Block]

1. <https://medium.com/dairy-exports-mean-jobs/new-hope-for-a-new-trade-deal-with-mexico-and-canada-44565974b674> [↑](#footnote-ref-1)
2. <https://medium.com/dairy-exports-mean-jobs/new-got-jobs-1817b12e93f0> [↑](#footnote-ref-2)