

**Congress of the United States**  
**House of Representatives**  
Washington, DC 20515

March 19, 2026

President Donald J. Trump  
The White House  
1600 Pennsylvania Avenue, NW  
Washington, DC 20500

Dear Mr. President:

We write to express our deep concern about escalating imports of low-priced fruits and vegetables from Mexico, which are causing dire harm to our produce growers in Florida. This harmful import trend, which began under NAFTA and continues under USMCA, has put at risk Florida's entire produce industry and America's access to U.S.-grown fruits and vegetables during the fall to spring months of the year. We urge the Administration to act decisively during the upcoming USMCA Joint Review to safeguard Florida's produce sector and our country's vital U.S.-grown fruit and vegetable supply.

Despite USMCA's promise to boost trade fairness and economic prosperity for American interests, unchecked imports of low-priced Mexican produce are causing growing losses in sales, market share, and jobs for our Florida growers. According to the October 2025 report by the Florida Department of Agriculture and Consumer Services,<sup>[1][1]</sup> Florida's market share in the fruit and vegetable industry has fallen by nearly 50% over the past two decades while the Mexican industry's share has surged by more than 200%. Between 2004 and 2024, despite growing U.S. consumption, numerous Florida produce sectors have sustained catastrophic market share losses: 73.4% for bell peppers, 54.4% for tomatoes (rounds), 52% for blueberries, 74.3% for cucumbers and 26.3% for squash.

Mexico's growing market dominance at the expense of Florida growers has caused our state to lose an estimated 14,000 jobs and sustain annual economic damage of between \$570 million and \$1.14 billion. The reduction of Florida's agricultural land base, a permanent and irreversible effect, adversely impacts not only our state but the long-term food security of the entire nation.

We commend your Administration for repeatedly stressing the importance of safeguarding America's food security, including in the fruit and vegetable sectors, to protect our national security interests. We also commend Ambassador Greer for making clear in his USMCA Joint Review "Opening Statement" that the Administration will not consider the Joint Review to be a success unless it resolves the import harm being caused to our growers by Mexican seasonal produce. We share the view that concrete, effective trade measures are urgently needed during the Joint Review process to sustain our Florida industry.

We therefore urge the Administration, within all applicable rules and regulations, to use the Joint Review process to implement seasonal, product-specific tariff rate quotas (TRQs), as requested by our Florida industry. Targeted TRQs will allow for continued trade while preventing import surges that jeopardize the viability of domestic production during Florida's peak harvest months. We believe these

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<sup>[1][1]</sup> *Impact of Mexico's Ag-Exports on Florida Agriculture*, Florida Department of Agriculture and Consumer Services, October 2025.

measures are essential to restoring market balance and preserving our nation's fruit and vegetable production for generations to come.

We appreciate your attention to this urgent matter and stand ready to work with your Administration to achieve the trade measures our Florida industry critically needs. Thank you for prioritizing the well-being of America's farmers and food supply.

Sincerely,



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Vern Buchanan  
Member of Congress



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Ashley Moody  
United States Senator



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Darren Soto  
Member of Congress



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Daniel Webster  
Member of Congress



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Mario Diaz-Balart  
Member of Congress



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Gus M. Bilirakis  
Member of Congress



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John H. Rutherford  
Member of Congress



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Laurel M. Lee  
Member of Congress



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C. Scott Franklin  
Member of Congress



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Aaron Bean  
Member of Congress



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Kat Cammack  
Member of Congress



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Mike Haridopolos  
Member of Congress



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Neal P. Dunn, M.D.  
Member of Congress



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Carlos A. Gimenez  
Member of Congress

cc: The Honorable Jamieson Greer, USTR  
The Honorable Howard Lutnick, US Secretary of Commerce  
The Honorable Scott Bessent, US Secretary of Treasury  
The Honorable Brooke Rollins, US Secretary of Agriculture  
The Honorable Marco Rubio, US Secretary of State  
The Honorable Kevin Hassett, Director of US National Economic Council