

**FOR IMMEDIATE RELEASE**

**GREATER VERNON CHAMBER CALLS FOR SUPPORT AND ADAPTABILITY IN FACE OF U.S. TARIFFS**

Vernon, B.C. – March 4, 2025 – The Greater Vernon Chamber of Commerce is sounding the alarm on the impacts of the newly implemented 25% tariffs on Canadian goods, which are creating significant uncertainty for local businesses and consumers alike. As manufacturers, retailers, and service providers navigate the fallout, adaptability will be key to weathering this economic storm.

Vernon is particularly vulnerable to policy decisions that affect the lumber industry, a major driver of the local economy. Additionally, some of the region's largest employers and manufacturers export up to 75% of their goods to the U.S., making them especially susceptible to shifting trade policies and market instability.

Manufacturers in the North Okanagan are already facing difficult decisions as they assess how long these tariffs may last and strategize their next steps. In the short term, decisions may include implementing hiring freezes and diversifying their export markets to reduce reliance on the U.S. market. Longer-term concerns include potential layoffs and even the possibility of relocating manufacturing operations to offset rising costs.

Beyond manufacturing, local retailers and restaurants are bracing for the ripple effects of inflation and reduced discretionary spending. As household budgets tighten, businesses are concerned that consumer habits will shift, leading to lower sales. Unfortunately, rising costs appear to be a real possibility, but there are steps that Vernonites can take to mitigate the damage.

"Now more than ever, it is crucial to support our local businesses," said Dan Proulx, General Manager of the Greater Vernon Chamber of Commerce. "By consciously choosing to shop local we can keep more dollars circulating within our economy."

To support businesses, the Chamber has launched a Tariff Resource Page ([Tariff Business Resources](#)) with an online Tariff Impact Survey to strengthen advocacy efforts. Additionally, the Chamber and Community Futures North Okanagan are hosting a workshop, "Growing Your Market in Times of Tariffs," on March 12 to help businesses adapt. Register [here](#).

The Chamber is also calling on all levels of government to take action to ease the burden on Canadian businesses. Reducing red tape and addressing interprovincial trade barriers will help businesses expand their domestic markets, ensuring that Canadian-made products can reach more consumers across the country without unnecessary restrictions.

"The resilience of our business community will be tested, but we know Vernon entrepreneurs and residents are up to the challenge," added Dan Proulx. "With strong local support and smart policy decisions, we can help mitigate the worst effects of these tariffs."

The Greater Vernon Chamber of Commerce will continue to advocate for solutions that protect local jobs and support business stability during this period of uncertainty.

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