CTRS Market Intelligence

## US Tariffs & Local Livelihood

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Prepared for:

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### Trade Policy Uncertainty – TPU Index

Tariffs are an example of an action that causes TPU.



Source: https://www.matteoiacoviello.com/tpu.htm



## So what? How does TPU affect me?



#### Large + Enterprise Private Sector

- Cut spending
- Layoff workers
- Reduce investment in equipment and infrastructure
- Diversify supply chain
- Reduce spending with small vendors
- Increase prices on nearly everything



#### Government

- Trade negotiations
- Economic stimulus measures
- Direct support for affected industries
- Cut any programs seen as lower priority
- Running up deficient

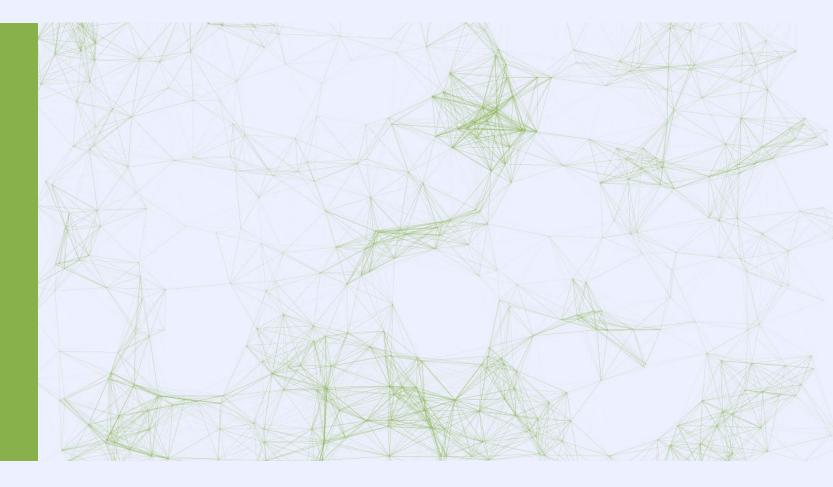


#### **SMEs on Rural Islands**

- Higher costs for anything imported
- Shipping delays (like during COVID)
- Decline in tourism revenue as worried people cut back on spending
- Reduced spending by government and big business in your community
- Banks tighten lending criteria



# Oh, crap. WHAT DO WE DO???



### **CTRS** Market Intelligence Hyperlocalization: Strengthening the Local Economy

Local Production & Supply Chains



Community-Owned Business Models



"Buy Local" (or "Buy Canadian) Initiatives





## Diversification & Economic Resiliency

#### Business Diversification



### Resilient Business Models

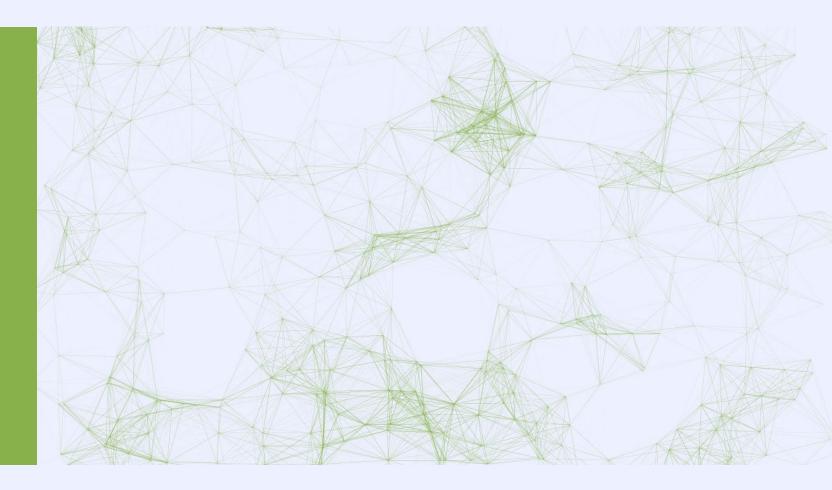


### Infrastructure & Capacity Building





# **QUESTIONS?**



# **THANK YOU**