
Canadian firms boycott U.S. products amid Trade tensions



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In response to the escalating trade war sparked by U.S. tariffs, Canadian businesses and consumers are rallying behind a growing “Made in Canada” movement, as economic tensions with the U.S. deepen. The rise of patriotic shopping has led to a notable shift, with some companies choosing to boycott American products and others considering reshoring their operations back to Canada.

Joanna Goodman, owner of Toronto-based Au Lit Fine Linens, expressed her frustration, stating, “Right now, I’m a little angry. I don’t want to invest in American companies.” Goodman, who once sourced 20% of her inventory from the U.S., has started promoting Canadian-made products more prominently in her stores and online. “The question is, will I reorder from the U.S.?” she adds, underscoring her commitment to supporting local manufacturers.

The reshoring trend is gaining traction, driven by global events such as the Houthi attacks in the Red Sea and the Ukraine conflict. Sandra Pupatello, a Canadian business leader and Senator, advocates for reshoring as a solution to ensure supply chain resilience, especially after the Covid-19 pandemic exposed vulnerabilities. “If the going gets tough, Canada is on its own,” she warns.

Industry leaders like Ray Brougham and Graham Markham are also embracing reshoring.

Brougham, who manufactures parts for the auto industry, notes growing interest in Canadian suppliers, while Markham is constructing Canada’s first soy protein plant to process raw materials domestically.

As Canada faces ongoing trade challenges, reshoring offers an opportunity to strengthen local industries, create jobs, and reduce dependency on foreign imports.