

Transcript

The Pet Boss™ Podcast

Episode 182 | Tariff Impact: What Every Pet Business Owner Needs to Know NOW

May 4th, 2025

Candace: [00:00:00] We're kicking off our fifth month in 2025. And wow, it has been a rollercoaster when we think about the supply chain and business and pricing and how things are going to play out for us in the long run, or even in the short term. And there's so many unknowns. I personally was like not talking about this topic because I had so many uncertainties myself, I wasn't quite sure how well, what answers I would have to share with you.

Now that I think I've had plenty of time, obviously to think about this. I felt like it was definitely overdue to do a podcast episode about tariffs and what they are, how they're going to impact you, how they might already be impacting you, some things you really need to think about and ways that you're gonna get through this.

And you're gonna come out stronger on the other end. So today's episode is all about T-A-R-I-F-F-S tariffs.[00:01:00]

Welcome to the Pet Boss Podcast, where we're not just talking about pet business, we're living it, breathing it, and loving every minute of it. Most of the time you've found the ultimate resource for local pet business owners who are ready to unleash their full potential. Whether you own a pet supply store, rooming salon, dog, daycare, boarding facility, do pet sitting, or a dog trainer.

Or simply anyone who works covered in pet hair. This podcast is tailored for you. Prepare to dive into candid conversations with pet industry pros. Work in the streets of Main Street where pet business is big business. I'm your show host,

Candace

dlo, founder of Pet Boss Nation, and a seasoned pet business coach.

I've started, scaled and sold three successful pet businesses and it helps thousands of pet professionals achieve their dreams. Today I am ready to guide you on your journey to success. So leash up your curiosity, cuddle your favor for a friend, and let's embark on bossing your [00:02:00] business together.

As I mentioned, I was a little hesitant on this mainly because I am not an expert in this area, but I certainly have a lot of friends who deal in the manufacturing side, and I have a lot of industry expertise that I can bring to the table through. My decades of experience, but also I'm really wanting to look out for you and helping make sure that you are prepared in the best way possible.

So this episode is from my own research and kind of what I've been seeing from different podcasts or live streams. I've been watching even emails that have come through to us, to our email inbox on what some manufacturers might be doing, conversations I had at Global. So it's a combination of all of that.

I encourage you to take this as a jumping off point for you to be able to do your own research. First, let's talk about what tariffs are for the United [00:03:00] States. Okay, so tariffs are essentially taxes that are imposed on imported goods. So those are the goods that we bring into the United States. It's a fee that is charged as a percentage of the value of products that are entering the United States from foreign countries.

The US government uses tariffs for various reasons, including protecting the domestic industries that are here, which I think is ultimately one of the goals is to bring production back to the United States for many things, which will take a long time to make that happen. However, there are probably a lot of sources here in the United States that you maybe haven't found that you could leverage and lean on as well, but these tariffs protect the domestic industries.

They generate revenue for our government, and it's a leverage in international trade negotiations, which I also think is probably one of the biggest reasons this is happening, right? Tariffs are not anything [00:04:00] new. They've been happening on both sides for us and for these other countries. For a very long time, and so it's part of the negotiation process.

Okay, so that's what tariffs are. Now, who pays the tariff? Just to be clear, this is not a fine that the other countries pay. Tariffs are supposed to be paid by the importing company here, so whoever you are buying from. For your business when it comes to any physical goods, physical materials, whether you are choosing to buy them and put them in your business, like toilet paper towels, cleaning supplies filing cabinets, filing folders, whatever that is, or you are using them to resell and sell to your customer, your dog, food, treats, toys, collar, leashes, all that good stuff.

The company who makes that, who is not getting their resources from the United States and who's getting them from other places, they pay a tax. On that percentage of the value of what it's coming in. Okay. And they're [00:05:00] supposed to be passing that and paying that on to the United States Okay. As that form of a tariff.

But oftentimes this cost is passed along through the entire supply chain. So this means that ultimately the financial burden is going to be shared typically among that importer. That company is bringing it in along then to distributors. Then it's gonna get passed on to retailers who then have to increase their retail prices that they eventually pass on to the consumers.

Okay. So through the whole process, I think we're all going to experience higher prices on many affected products by this. I have a friend Damon Oates, who. I got ahead of this a few weeks ago and was like, let me do the math, 'cause the math ain't math. And I asked him if I could share the audio from his Facebook Live that he did explaining this on today's podcast.

And he said yes. So we're gonna share that soundbite right now, and I can link to it of course in our show notes for this episode at [00:06:00] petboss.com. But what is

important to note here is that the example that he is giving is that importer's point of view, okay? And what's going to happen for an importer? I bring this up because no matter where you are in this process, in the pet industry, right?

Even if you have a maker here in the United States that you're working with, they might be buying things for portions and part of their product from overseas pet. We can get things very quickly from our distributors and from many of the manufacturers 'cause they've already brought it into them, into their warehouses to get it to us.

If you think about the months before, the year before, all the planning that goes into the process to get it to you, this is that example of what those people are going through right now.

Damon: Alright y'all, so we're gonna try to explain this one more time. Tariff math, small business edition. We're gonna say Eileen decided to open her business in June of 2024.

She went to market with a \$40,000 budget to buy [00:07:00] products. So that \$40,000, she was able to buy 8,000 units of a \$5 product. Eileen has to pay a 30% deposit, and her order is gonna ship on 5 1 20 25, right? We have to order this stuff way in the advance. She has signed a contract. She has agreed that they're pulling the product price and any taxes, duties, tariffs, et cetera.

Okay. Those tariffs as of this morning could be 245%. So Eileen's new invoice from June of 2024 whenever she planned out how to grow her business. The cost of the product is 40,000. Cost of shipping is 5,000. Cost of the tariffs is 2,800. Cost of the tariffs. Which were not in the original [00:08:00]budget, are now 98,000.

Eileen's new invoice total is \$145,800. Whenever she only had 40,000 to spend, okay. She already had her deposit of 12,000. Her remaining balance is \$133,800. Eileen has to penny the terrace immediately to the US government so that the product can be delivered. She has to write a \$98,000 check right away.

Out of her \$40,000 budget, that math dealt math, but now her product, that was \$5 and \$17 and 25 cents. Before she adds any profit, salaries, taxes, rents, utilities, et cetera.

Candace: Alright? [00:09:00] So very interesting. And that's gonna be very hard for especially a small business to absorb that amount of money that they would have to pay in a tariff.

Now that is one of the reasons why what we could see happen here in the long run is that some smaller. Brands might have to get either absorbed into bigger companies or maybe they have to really shift how they do business. But there's a lot of unknowns here on how this is gonna play out for us all.

But we're gonna cover as much of this from sharing the information that I've been able to find with you so that you can make the best decisions about what you are going to do. I also received an email from fair.com explaining what this process is like as well when you're buying products.

And so we might see something like this. Similarly, with other brands you're gonna order from, they sent this email out. They were like, you will not pay tariffs if you buy products that [00:10:00] ship from and within the United States. Okay, so that's obvious, right? This is, we are not importing anything, so there won't be any tariffs on those things.

So for the majority of any buyers who are buying things that are USA made, you will see no immediate impact unless. There could obviously be supply and demand issues there with some of these brands, and those brands may take the opportunity to raise their rates as well, so we just dunno how that's going to play out in this email.

They also say though that products that ship from outside the United States that do not originate in China will have an additional 10% tariff that you will pay that will be applied to orders over \$800. So again, that's, that \$800 thing I thought was

strange in the 10%. So I don't know if they're just trying to say, Hey, we're going to pass on some of that.

The cost, I said earlier about how it gets passed along through the entire supply chain fair is a, it's not a distributor, but like a sales platform or maybe that 10% tariff that they're applying on those [00:11:00]orders gets reimbursed to the makers. I don't know how that works exactly, but. The point is that they're saying, Hey, if you buy from all these other companies, there's this \$800, minimum, and then there's this 10% tariff.

Okay? Then they go on to say that for products that are made in or shipped from China there are larger tariffs will apply and beginning May 2nd, these tariffs will apply to all the orders made regardless if it's over 800. So even the thing under 800. Then they defer everyone to the White House's website, the executive orders, and where those are listed.

So of course we're happy to, we'll link to that for you as well, so you have access to that. There are things though that like you can do, obviously, here, there are companies that may say, we're not going to pass on the increase to you right now because we're gonna wait and see how that happens.

I heard about another company who is going to say, we're raising our prices by 10% this week and every month we're going to be raising another 10%, another 10%, so that it's not like a huge impact [00:12:00]at the time of this recording. And of course, this is one of the reasons why I was like, I don't know if I wanna do a podcast on this, but I know it's a hot topic and I know you have questions.

Here's the current status as far as I've been able to find it. On April 2nd. Okay. President Trump announced a new set of reciprocal tariffs affecting over 180 countries and territories. The initial plan included this 10% baseline. Okay. That's probably what fair was addressing there. Those 10% baseline tariff on imports with additional tariffs for specific countries, so it was 20% for European Union, 34% for Chinese imported goods on top of the existing tariffs that they already had in place.

And varying rates from other countries. All right, so that was on April 2nd, but then on April 9th, the administration paused the majority of those planned tariffs for 90 days, except for on China. Okay? And their tariff rates surged to 145%. So currently a baseline of 10% tariffs applies to the goods from China, [00:13:00] Mexico, and European Union.

Okay. Now, for the pet industry specifically. These tariffs will be they'll affect various segments including pet food ingredients, packaging materials, veterinary supplies and pet accessories and pet toys. A lot of toys are made overseas as well. So if we think about many of the pet food brands, whether you carry, even American made as much as you can, but they're still sourcing some ingredients from abroad.

A lot of them do a portion of their ingredients or a portion of. Supplements or vitamin packs. Okay. So many of the pet food brands are going to likely have an impact, especially all the stuff that we get from Canada, right? A lot of the a lot of the foods that consumers are enjoying now come from the Canadian market.

So there will be tariffs on materials like aluminum and steel that is used in packaging such as cans for wet pet food, [00:14:00] which could further escalate costs. So even for things that are made in the United States, that doesn't mean that there will not automatically be some sort of a price increase. Because even if you're searching made in the USA on your on the platforms that you're buying from, they'll, they still could be a portion of that product is still made somewhere else because and that could be a whole nother conversation.

No. What actually means made in the USA, honestly, like they can assemble, there's assembled in the United States, which actually then means made in the USA. That's a deeper conversation for another day. Okay, now all this being said, you're gonna be all right. This, I've got a lot more I wanna share on this conversation.

If your head's spinning, just take a deep breath, pause for a moment. Because, we're all in this together. No, there are some problems that are arising because of

all of this. Another expert that I was [00:15:00]listening to shared that the status of the goods the status of things that are already being ordered or purchased from overseas, and especially from China, that those containers the shipping containers that are coming in.

Are 40% more empty, right? So they have 40% less cargo coming in than there was previously. So even though we haven't gotten to the end of all of this, what has already begun to happen is a slowdown in production, a slowdown in the shipping process, which then impacts the ports. Impacts, hiring and impacts the truck drivers.

And, for those of you who've been in business, you, we experienced this during the pandemic. And so this supply chain will be disrupted for a while. I don't know how long that's going to go, but it's already been impacted. So even if everything drops tomorrow and everything goes back to the way that it was, there will still [00:16:00] be this kind of chugging of the gears in the system.

Delaying all the things that we are used to having. Remember people would come in and then your shelves were empty and you had to replenish and buy again from your distributors, and then their trucks couldn't handle that process. They didn't have the delivery capacity to meet that demand of replenishment.

There might be some of that happening. And I think also we have to be. Begin to get comfortable explaining to our customers and to our team about what's happening in that process. We'll cover that also in just a second. But the positive, even though there might be things that are not sourced in the United States, but the positive is that, in, in the pet industry is that a lot of our consumables treats and chew and a lot of that is sourced in the United States.

So there still will be a lot of options, at least in those categories. We'll still be able to. Find, have products to sell. This may mean that you really have to look at your [00:17:00] product mix. If you resell products and figure out if you're gonna, if things start to slow down, you'll have to search for other, US made things.

You'll have to or, if you're listening from another country, I know we have a lot of Canadian listeners too. You're gonna have to really source Canadian made products. So this is a huge opportunity 'cause you need to stay open, right? A huge opportunity for you to diversify revenue.

If you're only retail, only to diversify into what other services you can do, could you offer nail trim clinics? Could you do de shedding services? Could you offer, a done for you baths outta yourself, washes, that way you're not really even having to invest in a whole grooming room and services, but you can at least start to get something going anyway.

This is an opportunity whenever we're faced with challenges, it's like. You know what Bob Ne said on a previous podcast, don't get better. So this is an opportunity for us to not as business owners, to not feel anger or frustration, but to go well. Okay, so now what? So what now how am I gonna handle this?

How am I gonna combat this? How can I be [00:18:00] better for my customers and for my business? So let's get down to what your customer's responses are going to be to this, because I have a feeling that, somebody's gonna come into the store, they're gonna notice that prices have increased. There might be already feeling this inflation exhaustion and additional price increases that are due to tariffs could just lead to their changed shopping behavior, their changed booking behaviors with you. Maybe some people are even losing their jobs because of the supply chain situation. I know that is happening in some industries just because consumer spending has shifted in different categories.

This is an opportunity that we all have to look at. How can we switch to potentially either some lower priced items or stocking up on deals right now, or stocking up on deals when they become available? Really focusing on making sure that you have all of the essentials that you know you make money off of.

Your highest performing highest, most profitable products and services are filled to the max, right? There just is going to [00:19:00] be this conversation where they

are going to be asking questions, and I think it's good to be honest with them, right? The customer might go why is this so much more expensive?

You can just say price has increased us. Do the tariff surcharges, and if you want us to stay in business, which we wanna stay in business, we wanna stay supporting in our local communities, we've had to pass those costs on. We've had to absorb, we can't just absorb those costs. Or you can even say.

We've absorbed as much of the cost as we possibly can, and we've only raised that our prices a little bit actually, to ride this out. Or you may decide that you're going to come up with a tiered price increase plan. You have that ability and that flexibility depending on what it is that you're selling to get creative with that pricing structure.

You could do maybe higher prices for the minimal quantity bought, but if people buy in bulk from you or buy in multiple, then you give a better discount on those kinds of purchases. You want to get a bunch of money from the customer in that immediate purchase as possible, plus recurring visits, and that's where you'll increase the profit into your company is if you can get the consumer to spend more, [00:20:00] which is hard to do when prices are going up.

And this is why it's so important for you to be in programs like the Pet Boss Club, like in Pet Boss Nation University, or like in our mastermind, or do one-on-one consulting with me because. This is where you're gonna learn how to increase your revenue, improve your sales conversations, improve your selling skills, and help become a better leader so that you can pass all this information onto your employees.

Who are the ones engaging with the customers? Okay? This is why it's so important for you to be confident in exactly how to sell to your customer, what they need, what they want, why they should have it. So that's why we're here to support you. So please. If you feel alone and isolated in any of this, then you absolutely have to join one of our programs right now.

Go to pet boss.com and you can learn about all the different programs that we have available. We're here to support you and to help you through this because, just listening to this podcast isn't gonna be enough for you. Okay. We are fully helping our clients leverage everything that they can to be successful in [00:21:00] 2025.

So I think when you're talking to customers and employees, it's important to really understand what their objections are going to be, what their questions are going to be, and then to approach it in a few different ways, right? We wanna be first transparent in how we communicate. We wanna be honest with why the prices are increasing.

I think consumers are really gonna understand that, and most of them know this global economic, situation that's happening and that they know that it's beyond your control. Okay. We've seen emails come through from different companies, not necessarily in the pet industry, but where they at least have told their customers that as of right now, there haven't been any price increases.

And that you're gonna keep that for as long as possible for your customer base and that, you prioritize their satisfaction over anything else, right? That's one angle to take. Other people have sent emails out that are like, buy now, get the best price now because we don't know what the prices are going to be.

This could be a marketing tactic, I would think. We've seen it now. It's happened so much that I [00:22:00] don't know if consumers are not trusting that now or not, then, but that is definitely a tactic it could take. Then as things go on, we wanna emphasize the value. Continue to focus on quality and safety and the reliability of your products and your services, even if prices have increased.

Okay? Know your value, know your worth. Know what you're bringing to the table. Be confident in the things that you are selling and know that you are meant to be there doing this for your community. Okay? They do need you. I need, and I need you to believe that they need you. Okay? There are people out there who will that will buy what you're selling at the price that you're selling, okay?

You could start to look for alternatives, different price points, different options to help the budget. Consciously educate staff. We already talked about this, right? We've talked about how they need to know what's going on because if you are not communicating to them what you know, maybe you even give them this podcast to listen to, but the staff needs to be looped in because if they're not looped in, they're gonna have their own [00:23:00] uncertainty, their own questions, their own nervousness about it all.

If we go back to the pandemic, that's one of the strengths we gave to you guys here, is that we paid attention to everything that was going on so that we could pass that information to you so that you could then. Share that with your team to help them feel more comfortable because there was so much uncertainty.

So again, it's really important to help your staff understand the tariff situation so that they can accurately explain what's going on to your customers as well without necessarily blaming all of these external factors accessibly. Because that may also just warrant like consumers getting tired of hearing this or.

Feeling like at the end of the day, they're the ones paying for it all. Let's also focus on solutions. So I already mentioned this a little bit, but instead of dwelling on the problems, we need to highlight what you're doing to mitigate those impact of the price increases, right? Bulk pricing, alternative sourcing, loyalty programs.

Highlight your deals. I know a lot of you are on [00:24:00] Astro loyalty if you're not a type of a pet business that is using astro. Or you don't sell those kinds of things. Think about your own loyalty programs and your own deals. Work with your brands and your manufacturers to come up with some sort of solution in helping find cost savings where you can.

So here's how you're handling those employee and customer objections and questions. Being transparent, your communication, emphasizing value, offering alternatives, educating your staff, and focusing on solutions. Okay. Let's talk more about what you can do as a small business owner to help yourself. Okay?

We have talked about a little bit already here, but we need to audit and diversify your supply chain. Okay? So review where your products are coming from and identify critical items that you have to find another solution for, or that you have few suppliers for. So that we can [00:25:00] try to find some domestic alternatives where possible, or maybe from other countries that don't have as big of a tariff as in China.

'cause it will take a while. I have another friend of ours in the industry who said that, the Chinese are also just as concerned about all of this and that they are looking at buying factories and finding workers in other countries. So where the tariffs are, less so that things can be imported in, or I shared in a previous episode about the Global Pet Expo recap that a Canadian company who found an American investor that is coming in who has an American pet business and become an owner of that Canadian business.

So now they can technically import in at maybe some different, more affordable pricing points than what maybe a company that didn't have a US owner or a US location. Could come in and then they'll handle the distribution of that product. So there'll be partnerships happening in the pet industry and in many industries.

But those kinds of things just don't happen overnight. And I [00:26:00] think that it was really interesting that those two companies got ahead of this and enacted quickly. So maybe they already had a great relationship there. Established. It's a good reminder of how important relationships are in working with people inside the ecosystem that you have to deal with.

First and foremost, we need you to audit and diversify your supply chain, right? Figure out what your best sellers are, and if your best sellers are gonna get hit with some price increases in tariffs because they're coming from China or other countries, then we need to help you find or you need to look at finding some new places to buy.

You could work with your distributors and manufacturers, okay? You are all in this together. Do not blame them. They probably, I'm assuming, are doing the best that

they can. They likely have a lot of overhead as well. They're running businesses too. So find ways to work together, have conversations about it.

You could, as mentioned, stock up just like how your customers are. Could stock up, you could stock up as well. I'd be cautious here because stocking up and either too [00:27:00] much of something or in the wrong things. We'll eat up your cash that you have available to you right now and you won't have that cash later.

So just be, make sure you're still being strategic here. And reviewing what you really need to invest in. Especially, if something's gonna expire, which we have in the pet industry a lot. That's definitely riskier. So you wanna make sure your expiration dates are pushed out.

Let's see. We want you to monitor consumer behavior, so stay really attuned to how your customers are responding to the price changes and adjust how you price and bundle and the offerings that you are sharing accordingly. Okay. Service providers, I would encourage you to get your clients like booked and locked in early.

Get people on a subscription model. If you can get recurring payments happening, if you can get them to book ahead for different services or make payments and deposits towards something, please do that. Like for boarding or daycare or training classes, or even grooming schedules. I know that some people might [00:28:00] say that the tariff situation is really impacting retailers only, but that's just not true because.

Our service providers have to rely on consumers still having enough money available to utilize all these services and needing to travel or going to work to utilize other services. I still think that this is going to ultimately impact our service providers. Plus, if you are a service provider looking to expand your location or remodel your location or rebuild your location, sourcing the materials to do that might become a challenge.

Here, I've got this big vision of how I want my business to look. And I think even things like the lights, the light fixtures that I want to carry are not going to be

available. So it's gonna be a little bit of a scavenger hunt here. So I think for a lot of us who are in that place, we will have to be utilizing like things like Facebook marketplace buying used things and fixing them up, getting, really resourceful on where we're sourcing stuff.

Maybe even for [00:29:00] our pet retailers, we could look at creating those rental programs now, like renting the out the puzzle toys and returning them like a library system. There might be other things. I know we can't do that in consumables, but you can look at how could you create a rental program or subscription, membership model inside your business, but now's the time to take action on that stuff.

If you have been dragging your feet or hesitating on making a shift that would financially benefit your business or help you find more customers, now's the time to do it, because I know fear of the unknown and fear of what will happen if I make these changes, but if you ultimately run the numbers that you think it's gonna benefit your business, now's the time to take action on them.

Alright, here's some other things I wanna share with you too. Okay. So obviously client communication and education, super important. Proactively communicate with your clients about any changes that are happening, things you're working on. Consider some notices just explaining that due to the global [00:30:00] supply issues and tariffs, that the cost of some of the products or your services are may increase.

Emphasize that you're taking steps to ensure availability and that any price adjustments are really happening because you wanna maintain quality and access to them for the things that you know that they love and that they trust and that they leverage and utilize for their pets. Let's see, industry advocacy and speaking up for your needs to your congressmen and your representatives.

Please get the word out of how you feel and what you need help with. I know that obviously like the Retail Federation has opportunities for you. We'll link to those. We have the PET Advocacy Network and the American Prep Products Association

are advocating for collaborative solutions. For small businesses and the employees and the pet owners.

You can consider joining those groups or paying, following along with what they're doing. We'll link to everything that we can for you in our show notes of this episode, which you can find at [pet boss.com/episode 1 8 2](https://petboss.com/episode-182). Then [00:31:00] we also want you to emphasize your local value, right? Highlight the benefits of supporting a local business and how you contribute to the community, which does help offset some price sensitivity.

I know that might seem like obvious that you're like, obviously they should shop a small business and utilize small business services, but you should still talk about this with your customers. Promote that you are locally owned. I remember I just went into a store recently and they had right on, really large on their door was this seal that said family owned and operated sense, whatever the year that they were established in.

So that just showed that they were, locally owned and ah, that's right. I wanna support their family. You could, we have another store here in town that hired a window artist to come in and did this beautiful shop local mural on their windows. But it goes back to what I said earlier about you getting comfortable and what you exactly are going to say about the [00:32:00] situation and why people should support you.

Shop small, but also to your team. Like they need to role play, they need the script, they need the confidence in knowing how to respond when there's price sensitivity questions. Okay? And you can emphasize this local value in your marketing, social media and your emails and your signage and even if you were to go on the radio in your local community or do some lives, this is an important piece, but not just Hey, shop local. Talk about why they should shop local, the benefits and the value to a business like yours. Being open in their community. Being open in that shopping district, like making it more desirable for people to want to live there, to shop there, to work there, to play there, right?

That more money staying in the local economy that you are employing, the local team, which means more money, of their money is staying in the local economy. Then my last recommendation for you on things that you can do to help yourself here is that you can look at how you [00:33:00] can become more efficient, right?

Explore efficiency, oppor opportunities. So maybe it's streamlining operations, whether that is reducing payroll, again, depending on the type of business you have, we don't wanna reduce payroll to sacrifice the opportunity to go to increase revenue as well, but. Looking at streamlining your operations, looking at where you could reduce waste that will ultimately help you offset some of the increased costs that you're going to be having come into your business.

I know I shared a lot and I talk really fast, but I'm just passionate about helping you and I really wanted to convey a lot in this short episode. As we wrap up this discussion on tariffs and their impact on the pet industry and on your small business, let's remember some of the key takeaways I talked about, right?

The current tariff situation is fluid with this baseline of a 10% tariff on most countries, while China is facing much steeper [00:34:00] at 145% rate right now. So these changes are fluid. We're not exactly sure what's going to happen, but they do. Directly affect pet food ingredients, packaging materials, and veterinary supplies.

Okay. When we talk about the pet industry specifically, regardless of what the outcome of this is, our supply chain has been disrupted and you're going, if you haven't seen it yet, and the products that you are stocking or trying to purchase for your business, it is a cum. Okay? Small businesses in the pet industry, though you are not powerless in this situation.

You're gonna look at diversifying your supply chain, your vendor relationships. You're gonna be communicating transparently with your customers. You're gonna focus on operational efficiencies, and you can weather this Anec economic challenge. When you do those things, you're going to join us inside Pet Boss

Nation in one of our programs, either in the club, either in University or the Mastermind, or do one-on-ones with me.

Maybe you already are in [00:35:00] one of those programs, and if you are. I would ask of you that you participate more, that you lean in, that you utilize and leverage everything we have for you. Remember, your customers are experiencing tariff fatigue already on top of years of inflation, so they will appreciate your honest communication about price changes and your value focused alternatives that help them continue providing the best care for their pets within their budget constraints.

Okay. While we can't control the global trade policies, we can control how we respond to them. So with some strategic planning, transparent communication, and a focus on delivering value, you will be able to adapt and you can continue to serve all your customers who depend so much on you. Thanks so much for tuning into this podcast where we finally talked about navigating the tariff [00:36:00] landscape in the pet industry.

I'm happy that I have this platform and this tool for you to lean on as a resource. If you enjoyed this podcast, please make sure that you are following the podcast. Please share this podcast episode with other people that you know, who work in the pet industry or who you know, have small businesses so that they feel supported and that they are looped into what's going on.

Okay. If there's anything else that you have questions about or wanna share with me, or if something really resonated with you in this episode, hit us up, let us know. Send us an email, or send us a message. Okay? Until next time, take care of yourself and all of those pets and people who count on you.

Action takers are money makers. Take one thing from today's episode and implement it into your pet business this week. Not tomorrow, not someday this week. The difference between struggling pet businesses and thriving ones isn't [00:37:00] knowledge, it's implementation. Whether it's updating your pricing, tweaking your client communications, or fine tuning your operations.

Take that first step, then celebrate by sending us a message about your results. Your success story might inspire our next episode. You never know.