



FIRST FOCUS

CAMPAIGN FOR CHILDREN

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August 25, 2025

The Honorable Jimmy Gomez
United States Congress
Washington, D.C. 20515

The Honorable Shomari Figures
United States Congress
Washington, D.C. 20515

The Honorable Suhas Subramanyam
United States Congress
Washington, D.C. 20515

The Honorable Derek Tran
United States Congress
Washington, D.C. 20515

The Honorable Brad Schneider
United States Congress
Washington, D.C. 20515

The Honorable Steven Horsford
United States Congress
Washington, D.C. 20515

Dear Representative Gomez, Representative Tran, Representative Figures, Representative Schneider, Representative Subramanyam, and Representative Horsford,

On behalf of First Focus Campaign for Children, a bipartisan advocacy organization dedicated to making children and families a priority in budget and policy decisions, I am writing today to express our support for the Babies Over Billionaires package. This legislative package seeks to support families with young children by eliminating tariffs on essential baby products.

Families are already struggling with increased costs. The uncertainty of recent tariff policies and the impact it will have on prices are causing additional stress to many households. We thank members of the Dads Caucus for working to alleviate some of that burden for families with new children by proposing tariff policy exemptions on baby resources through their six bill package. The bills included are:

- [The Baby Food Tax Relief Act](#), led by Representative Derek Tran (CA-45); exempts essential baby feeding products—including formula, high chairs, and baby bottles from tariffs.
- [The Baby Clothing Tax Relief Act](#), led by Representative Jimmy Gomez (CA-34); exempts baby clothing item from tariffs.
- [The Baby Sleep Tax Relief Act](#), led by Representative Shomari Figures (AL-02); exempts a broad range of infant sleep products, including cribs, mattresses, bassinets, bedding and baby monitors from tariffs.
- [The Baby Play Tax Relief Act](#), led by Representative Brad Schneider (IL-10); exempts baby toys from tariffs.
- [The Baby Safety Tax Relief Act](#), led by Representative Suhas Subramanyam (VA-10), exempts baby strollers, carriers, and car seats from tariffs.
- [The Baby Hygiene Tax Relief Act](#), led by Representative Steven Horsford (NV-04), exempts diapers, diaper wipes, soap, and other hygiene products from tariffs.

These are not luxury goods, but rather essential items needed to ensure baby safety and healthy development. The federal government should focus on policy that makes these items more easily attainable for all families, as opposed to implementing policy that—even indirectly—causes these goods to soar in cost and put them out of reach for families.

The Joint Economic Committee – Minority released a [report](#) earlier this summer on the cost of baby items. It found that items in five common baby gear categories: a convertible car seat, bassinet/crib, stroller, high chair, and a baby monitor increased in cost by 24 percent – or \$98 – from April 1st to June 9th. For example, the cost of just an infant convertible car seat increased by over \$43 in just over two months. This calculation does not account for the further increase in cost of additional items newborns require.

The rising costs of imported baby items is especially concerning when you consider there is little alternative for families to shop from. For example, according to the popular online registry platform Babylis, 97% of strollers and 87% of car seats are manufactured in China.

Additionally, the need for families to purchase these items comes at a time of other financial stressors. Families may have a loss in income as one parent stops working to care for the child or they may have increased expenses such as medical bills or child care.

Industry leaders are also speaking out on the need for some relief. In April, Munchkin CEO Steve Dunn wrote an open letter to President Trump [emphasizing that tariffs could lead to both a shortage of goods as well as lay-offs](#). Popular brand UPPAbaby implemented higher consumer prices and created [a page on their website](#) dedicated to communicating the impact of tariffs to consumers. Other brands have or are expected to implement higher costs as well.

The news of a new baby should be a period of joy for families, not increased financial hardship. We thank the members of the Dads Caucus for their leadership in addressing this issue.

The Babies Over Billionaires package is a critical step to supporting American families by addressing increased costs. We look forward to working alongside the Dads Caucus to further more policies that work to ensure all babies and children have the supports they need to lead healthy, happy, and safe lives.

Sincerely



Bruce Lesley
President