

Opportunity Wisconsin: New ad highlights how Van Orden-backed tariffs are squeezing Wisconsin small businesses and families

Posted on Tuesday, Feb 24, 2026

>> **WisPolitics is now on the State Affairs network. Get custom keyword notifications, bill tracking and all WisPolitics content. [Get the app or access via desktop.](#)**

[WATCH:](#) Viroqua coffee roaster TJ shares how Van Orden's support for tariffs is crushing his small business and forcing him to raise prices

VIROQUA, Wis. – Opportunity Wisconsin today released a new ad holding Congressman Derrick Van Orden accountable for his votes supporting tariffs that have raised costs for Wisconsin small businesses and families.

The ad features TJ, co-owner and president of Wonderstate Coffee in Viroqua. Wonderstate roasts half a million pounds of coffee a year and employs 85 people. TJ speaks directly about the impact of tariffs on his business, which have sent the cost of coffee beans soaring – on top of other rising expenses – that have left him no choice but to raise prices for his customers.

“Congressman Van Orden’s votes are making life harder for Wisconsin small business owners and families alike,” **said Opportunity Wisconsin Program Director Meghan Roh.** “TJ and his business employ people across Wisconsin and are giving back to communities, but Van Orden’s support for these reckless tariffs is crushing them. And while small businesses are struggling to stay afloat, Van Orden is out there calling the tariffs a success. That’s out of touch and Wisconsin families deserve better.”



[Watch "Coffee" Online](#)

Van Orden has repeatedly voted to support President Trump's tariffs and block Congress from challenging them, including voting against a resolution to remove tariffs on Canada earlier this month. Retail coffee prices have [surged nearly 21%](#) thanks to new tariffs on major coffee-producing countries. Rather than working to lower costs for Wisconsin families and small businesses, Van Orden called the tariffs "[a success.](#)"

While the U.S. Supreme Court struck down many tariffs last Friday, President Trump has quickly acted to reinstate costly tariffs and Van Orden has remained silent.

The latest ad is a continuation of Opportunity Wisconsin's paid media buy in the Third Congressional District. "Coffee" will begin airing today on broadcast and cable in the La Crosse and Eau Claire market. In addition to the TV ad, Opportunity Wisconsin released two digital ads featuring TJ's story, "[Headache](#)" and "[Final Straw.](#)"

"Coffee" Transcript:

TJ: "We're roasting half a million pounds of coffee a year and we employ 85 people. But these tariffs are crushing us. You're looking at \$100,000 in tariffs right here.

That's on top of all of our other supplies getting more expensive. We've had no choice but to raise prices. Congressman Derrick Van Orden voted to support the tariffs. And he called them a success. That doesn't feel like success to me. All I see are higher prices. We need to tell Derrick Van Orden to stop raising our costs."