Complying with "Made in USA" Labeling Standards

Description: Marketers and manufacturers that promote their products as Made in USA must meet the 'all or virtually all' standard under Federal Trade Commission requirements or face stiff penalties.

'Made in the USA' is an attractive claim, not only for consumers, manufacturers and marketers, but for regulators, attorneys and plaintiffs as well. This audio conference presentation offers an overview of the FTC's 'Made in the USA' labeling requirements and enforcement policies. Our speaker also walks attendees through some recent actions to evaluate effective techniques for responding to a regulatory inquiry.

In addition, the presentation addresses California's changes to its 'Made in the USA' standard and related issues involved in adequately substantiating an origin claim.

Objectives of the Presentation:
- FTC standards for 'Made in the USA' claims
- Details of recent changes to the California standard
- How to evaluate whether your company's 'Made in the USA' claim would pass muster
- What to do if you receive a regulatory inquiry regarding 'Made in the USA' marketing
- Related considerations such as customs and other origin claims

Why Should you Attend?
To allow lawful 'made in USA' claims by identifying opportunities and implementing risk mitigating internal controls.

Areas Covered:
- Federal Trade Commission 'Made in USA' requirements
- California 'Made in USA' requirements
- Other Government Agencies (OGAs)
- Lean Manufacturing & Satisfying all interested parties
- Responding to Government Inquiries
- Risks: Examples & Mitigations

Topic Background:
Under various historic theory of consumers' right to know, most government agencies require that product be factually labeled with their country of origin. More specifically, the Federal Trade Commission is responsible for products claiming to be of U.S. origin and interlocks with other agencies to assure that US consumers are duly protected of their right to know.

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