



ATP 18-0010

August 30, 2018

United States
Department of
Agriculture

Trade and Foreign
Agricultural
Affairs

Foreign
Agricultural
Service

1400 Independence
Ave, SW
Washington, DC
20250-1052

SUBJECT: Waiver of the U.S. Origin Identification Requirements for Certain Countries

TO: All Agricultural Trade Promotion (ATP) Program Participants

This program notice is effective immediately.

BACKGROUND: As provided in 7 CFR 1489.15(c)(6), U.S. companies participating in the ATP brand program are required to ensure that all product labels, promotional materials, and advertisements clearly identify the U.S. origin of the agricultural commodity through the use of phrases such as “American,” “Product of the U.S.A.,” “Grown in the United States of America,” “Made in the U.S.,” etc. The purpose of such markings is to ensure that the branding easily identifies the U.S. origin of the products, which helps promote product recognition and build consumer loyalty that can lead to increased sales. The Commodity Credit Corporation (CCC) may waive this requirement in cases where CCC has determined that such labeling would hinder a ATP Participant’s promotional efforts.

GUIDANCE: As provided in 7 CFR 1489.15(c)(6), CCC has determined that U.S. companies participating in the MAP brand program are granted an indefinite exemption from the U.S. origin branding requirement for promotional activities conducted in the following countries:

Algeria	Morocco
Bahrain	Oman
Egypt	Qatar
Jordan	Saudi Arabia
Kuwait	Tunisia
Lebanon	United States
Libya	Yemen

FAS reviews the countries included on this list from time to time and may add or delete countries as needed. Any ATP Participant with a branded program that is interested in requesting a change to the list should submit their request, in writing, to their FAS Marketing Specialist for consideration. FAS will review the appropriateness of each request and will notify Participants of a change in the exempted countries through an updated program notice.

/s/

Mark A. Slupek
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