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MAP 04-003

SUBJECT: Waiver of U.S. Origin Labeling Requirements for MAP Brand Participants

TO: MAP Participants

ISSUE: On November 12, 2002, and again on July 24, 2003, the Deputy Administrator, CMP, granted temporary waivers from the requirement to identify the U.S. origin of products promoted under the MAP brand program for activities conducted in certain Middle East countries. The most recent waiver expired on December 31, 2003. Companies participating in the brand program continue to assert that in the current climate such labeling will likely harm sales rather than help them, and the FAS attaches in the region concur.

POLICY: U.S. companies participating in the MAP brand program are granted a temporary exemption from the U.S. origin labeling requirement for activities conducted in Saudi Arabia, Yemen, Egypt, Jordan, Lebanon, Syria, United Arab Emirates, Bahrain, Kuwait, Oman and Qatar. This exemption will cover the period January 1, 2004, through December 31, 2004, unless rescinded sooner.

FRANKLIN D. LEE
Deputy Administrator
Commodity and Marketing Programs