



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Foreign
Agricultural
Services

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As of the start of the 2013 MAP program year, for MAP, this program notice is superseded by MAP regulation 7 CFR part 1485, published May 17, 2012.

May 16, 1997

MAP-97020

SUBJECT: Origin Identification

TO: All Participants

BACKGROUND: The Compliance Review Staff recently completed its first review of a MAP participants=s Branded Program for compliance with the MAP Final Rule that was published on February 1, 1995. As a result of this review, several questions and issues were raised relating to the origin identification requirements under the Branded Program as specified in 7 CFR 1485. This memorandum is written to further clarify acceptable origin identifications in the MAP Branded Program.

POLICY: The following terms are acceptable for origin identification purposes without prior approval:

- any state or territory of the United States of America, spelled out in its entirety;
- "United States of America", either spelled out or abbreviated as "U.S." or "U.S.A.",
- "America" or "American",

These terms must be conspicuously displayed in a manner easily observed as identifying the origin of the product. Their use as a descriptor or in the name of the product (for example "Texas Style Chili" or "Bob's American Pizza") does not satisfy the product origin requirement. The phrases "Product of ...", "Grown in ...", or "Made in ..." are encouraged, but not required.

A participant may request, in writing, approval for any abbreviation of the name of a state or other U.S. regional designation not discussed above. Once approved, a state abbreviation or regional designation remains valid, and does not need to be re-approved each year.

JAMES V. PARKER
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