



November 23, 2016

MAP 16-008

United States  
Department of  
Agriculture

Farm and Foreign  
Agricultural  
Services

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 MAP Participants with Branded Programs**

This program notice, effective immediately, supersedes the program notice entitled “Waiver of U.S. Origin Labeling Requirements for MAP Brand Participants” published on April 9, 2009. This program notice contains an updated list of countries exempted from the U.S. origin labeling requirements.

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**BACKGROUND:** As provided in 7 CFR 1485.15(c)(6), U.S. companies participating in the MAP 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 temporarily waive this requirement in cases where CCC has determined that such labeling is likely to harm sales rather than help them.

**GUIDANCE:** As provided in 7 CFR 1485.15(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	Yemen
Libya	

FAS reviews the countries included on this list from time to time and may add or delete countries as needed. Any MAP 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.

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