



Consumers notice and are more likely to buy products that are marketed as *Made in USA*, but companies face significant legal risk, negative publicity, and decades of government oversight if they overstate the extent to which their products are made in the United States.

- Companies marketing their products without qualification as *Made in USA* must at least meet the "all or virtually all" standard, meaning that all significant parts and processing that go into the product are of U.S. origin.
- Federal, state, self-regulatory, and private actors are increasingly bringing enforcement actions and other litigation for false or misleading use of *Made in USA* labels.

This update from September outlines the FTC's enforcement policy on U.S.-origin claims and analyzes recent actions challenging such false or misleading claims. [Read the full Update here.](#)

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Consumer Protection Review

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