



Meeting the U.S. Origin Requirement

Companies participating in the MAP Branded Program through the Southern U.S. Trade Association (SUSTA) must promote products that have at least 50% agricultural content and labeled as product of the U.S.A.

The U.S. content of food and agricultural products is determined by the percentage of finished product (measured by weight) that originates in the United States, excluding added water or packaging.

CALCULATE THE U.S. CONTENT OF EACH PRODUCT USING THE BELOW PROCESS:

- **STEP 1:** Calculate the weight of each product ingredient as a percentage of total product weight.
- **STEP 2:** Determine the percentage sourced from within the United States for each ingredient.
- **STEP 3:** Multiply the two percentages to determine the U.S. content level for each ingredient.
- **STEP 4:** Total the percentages to determine the U.S. content level for the total product. The percentage must be greater than 50% to be eligible for funding in the MAP Branded Program.

EXAMPLE: COOKIE MIX

Ingredients	Step 1 Ingredient as Percent of Total Product Weight	Step 2 Percent of Ingredient Sourced in U.S.	Step 3 MULTIPLY Step 1 Column by Step 2 Column	Step 4 TOTAL Step 3 Column for US Content
Flour	70%	80%	56%	
Sugar	20%	0%	0%	
Eggs	8%	100%	8%	
Spices	2%	0%	0%	
	100%		64%	←TOTAL