







Program Eligibility: Your Products

2. Do your products have an eligible U.S. origin statement?

All product packaging and/or labels must have an eligible U.S. origin statement indicating that the products are produced, made or grown in the USA, America or the name of the state spelled out in its entirety; it cannot be abbreviated.*

From the USDA-FAS MAP regulations:

The U.S. origin identification must be clearly displayed in a way that is easily observed as identifying the origin of the product; and that such origin identification shall conform, to the extent possible, to the U.S. standard of 1/6 inch (.42 centimeters) in height based on the lower case letter “o.” If you have to take out a magnifying glass to read it, it is too small!

Eligible U.S. Origin Statement Examples	
<p>Any combination of the following: Produced in, Product of, Grown in, Made in, Handcrafted in, Distilled in, Brewed in, Raised in, Born in USA, America or name of state spelled out</p>	✓
<p>These three state logos are approved by USDA:</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>	✓
Ineligible U.S. Origin Statement Examples	
<p>Seals with state name or U.S. agency not approved as eligible origin statement</p> <div style="display: flex; justify-content: space-around; align-items: center;">     </div>	✗
Company address line that includes State name and/or USA	✗
Product that includes “U.S.,” “America,” or the state name as part of the brand (i.e. “Texas Style Chili”, “Bob’s American Pizza”, “U.S. Apples”)	✗
“Distributed by”, “Bottled by”, “Manufactured in”	✗
“Handcrafted by”	✗
“Product of NC”, “Grown in TN”, “Made in VA”*	✗
Only an American flag (not accompanied by an eligible origin statement)	✗

*Any state or territory of the United States of America must be spelled out in its entirety, or other U.S. regional designation if approved in advance by FAS. Contact the CostShare Director if you have questions. State abbreviations are not accepted because a U.S. state abbreviation can often be mistaken as a foreign country (i.e. CA can be interpreted as Canada).

Note: Companies are granted exemption from the U.S. origin labeling requirement for promotional activities conducted in the following countries: Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United States, and Yemen.