

# Complying with the "MADE in USA" Labeling Requirements

Wed, October 19, 2016

Time: 1:00 pm ET | 12:00 pm CT | Length: 60 minutes

Presenter: **Randi S. Waltuck Barnett**

## 'Made in USA' Labeling Requirements, FTC Enforcement Policies and Compliance.

If you're one of the marketers/manufacturers who actively promote your products by labeling 'Made in USA', you will be required to meet 'all or virtually all' standards, mandated by the Federal Trade Commission requirements, or prepare to face stiff penalties. 'Made in USA' is not only an attractive claim for marketers, manufacturers, and consumers but equally a favorite for regulators, attorneys and plaintiffs.

As government agencies seek funds, regulatory enforcement actions are on the rise. All laws and regulations that affect your business must be proactively managed to mitigate financial impacts. In parallel, all possible sales advantages should be relied upon to maintain and grow market share. With the recent changes in political climate, being able to make "MADE IN USA" claims are more important than ever. Learn how to lawfully take advantage of these provisions.

This session by expert speaker **Randi S. Waltuck Barnett** provides an effective overview of 'Made in USA' labeling requirements and enforcement policies laid down by FTC. Randi will walk you through recent actions to evaluate effective techniques to respond to a regulatory inquiry. She will also discuss the recent changes made by California to its 'Made in USA' labeling standard and related issues involved in adequately substantiating origin claims for global and domestic traders.

In the on-going efforts to balance a global, interdependent global economy with domestic policy objectives, country of origin of goods, notably to ultimate purchasers (consumers) is uppermost in the minds of many marketers seeking, always, to find a competitive advantage. Knowing what is allowed to maximize sales opportunities, while implementing strict controls to avoid substantial penalties, including 'cease and desist orders,' is essential in the complex world of products sold in the US marketplace. This session will guide you, help you interpret and apply them to your products and processes, as well as provide best practices under Lean and Six Sigma.

### Session Highlights:

- FTC standards for "Made in the USA" claims
- Details of recent changes to the California standard
- How to evaluate whether your company's "Made in the USA" claim would pass muster
- What to do if you receive a regulatory inquiry regarding "Made in the USA" marketing
- Related considerations such as customs and other origin claims

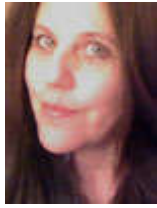
**At the Q&A session following the live event, ask a question and get a direct response from our knowledgeable speaker.**

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### About the Speaker



**Randi S. Waltuck Barnett**

Ms. Waltuck Barnett is a highly regarded global trade professional, having created and implemented global and domestic trade compliance programs across many industries for companies large and small. Her experience includes oversight of a \$5B, 65-location division of Honeywell, a \$3B, 17-location division of Motorola, Global Trade Optimization for Dell, Inc., among others. **More info.**

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