



energy fair trade coalition

Made in the U.S. Labeling

If a product claims to be “Made in America”, then it needs to be made in America.

Energy Fair Trade Coalition (EFTC) cares deeply about the Federal Trade Commission’s (FTC) ‘Made in USA’ and ‘Assembled in USA’ labeling rules. Per the FTC, for a product to be advertised as ‘Made in USA’ it must be “all or virtually all” of the product is made in America. Specifically, FTC states for products to be compliant, “all significant parts and processing that go into the product must be of U.S. origin. That is, the product should contain no — or negligible — foreign content.”

Unfortunately, the FTC over the years has not aggressively enforced these rules. In the energy sector, there is an increasing prevalence of manufacturers misusing these marks, duping Americans into buying products that have significant foreign components. EFTC pledges to draw attention to these issues, so abusers are held accountable, and true Made or Assembled in USA products can compete properly.

Marketers and manufacturers who abuse Made in USA and Assembled in USA claims are competing unfairly in the marketplace and causing significant economic harm to business and consumers. These deceptive companies need to be held accountable through FTC judgments and financial penalties.

EFTC encourages elected legislators and the Administration, through the Federal Trade Commission, to more strictly police the U.S. energy market for fraudulent claims of “Made in USA” so domestic companies can compete in a transparent marketplace.

The U.S. Energy Sector is full of Made in USA labeling fraud.