

UNITED STATES OF AMERICA  
**Federal Trade Commission**  
WASHINGTON, D.C. 20580

Office of Commissioner

## **FTC's Flawed Made in USA Enforcement Strategy**

Consumers prefer goods that are produced domestically, and they are even willing to pay more for them.<sup>3</sup> This gives bad actors an incentive to unlawfully parade their products with the “Made in USA” brand. Government enforcement can ensure that this strategy does not pay off.

However, for decades, there was bipartisan consensus at the Federal Trade Commission that Made in USA fraud should not be penalized. Even in egregious cases, most matters were resolved with no-

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the FTC warned Williams-Sonoma to stop falsely marketing products as Made in USA;<sup>9</sup> earlier this year, they were charged with doing it anyway

