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United States
Department of
Agriculture

MAP 07-004

Farm and Foreign
Agricultural
Services

Foreign
Agricultural
Service

1400 Independence
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Stop 1042
Washington, DC
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SUBJECT: Waiver of U.S. Origin Labeling Requirements for MAP Brand Participants

TO: MAP Participants

ISSUE: For the past few years, FAS has granted temporary waivers from the requirement to identify the U.S. origin of products promoted under the MAP brand program for activities conducted in certain Middle East countries. The most recent waiver expired on December 31, 2006. Companies participating in the brand program continue to assert that in the current climate such labeling will likely harm sales rather than help them, and the FAS attaches in the region concur.

POLICY: U.S. companies participating in the MAP brand program are granted a temporary exemption from the U.S. origin labeling requirement for activities conducted in Saudi Arabia, Yemen, Egypt, Jordan, Lebanon, Libya, Syria, United Arab Emirates, Bahrain, Kuwait, Oman and Qatar. This exemption will cover the period January 1, 2007, through December 31, 2008 unless rescinded sooner. Program Notice MAP 06-003, dated June 9, 2006, is superseded by this notice.

J. LAWRENCE BLUM
Acting Deputy Administrator
Office of Trade Programs