



MAR 9 2005

United States
Department of
Agriculture

MAP 05-003

International Trade and Foreign
Agricultural Services

SUBJECT: Waiver of U.S. Origin Labeling Requirements for MAP Brand Participants

Foreign Agricultural
Service

TO: MAP Participants

1400 Independence
Ave, SW
Room 1042
Washington, DC
20250-1042

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, 2004. 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, Syria, United Arab Emirates, Bahrain, Kuwait, Oman and Qatar. This exemption will cover the period January 1, 2005, through December 31, 2005, unless rescinded sooner. Program Notice MAP 04-003, dated April 26, 2004, is superseded by this notice.

FRANKLIN D. LEE
Deputy Administrator
Commodity and Marketing Programs