

Made in the USA Reports

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2013 Was A “Made in the USA” Banner Year

The Made in the USA Foundation had its best year ever this year, in terms of membership and accomplishments. Highlights of 2013:



We hired Harris International to conduct a consumer survey that showed that 75% of Americans would pay more for American-made products than imported products. The survey also found that consumers believed U.S.-Made products were higher quality than products from China, India, Germany, Japan and Mexico. Most important was a new trend—young Americans care more about buying American than older Americans.



We are working with Walmart to bring more Made in the USA products to Walmart’s shelves. Walmart has committed to increasing purchases of American-made products by \$50 billion over the next ten years. Joel Joseph of the Foundation met with Walmart’s new CEO Doug McMillon and opened lines of communication for new products. If you have products that you want to sell at Walmart please contact us.



We worked with the Coalition for American Solar Manufacturing to fight against Chinese solar panels that were being dumped in the United States. In response, the Obama administration imposed high tariffs on solar panels from China and now the American solar industry is rebuilding. The American solar panel industry was always the world leader, but could not succeed against illegally subsidized imported panels.



After working to convince Apple to bring manufacturing back to the United States for more than a decade, Apple broke ground this year on two new factories in the United States, one in Texas, and one in Arizona to make iMac computers.



Motorola is already assembling its new MotoX cell phone in the United States. This happened soon after Google bought Motorola. Google was given a Made in the USA Hall of Fame Award last year for its efforts to make software and products in the United States.



The Foundation joined with the Ranchers and Cattlemen Action Legal Fund (R-CALF) to challenge the World Trade Organization and the U.S. Department of Agriculture concerning country of origin labeling for food. The Foundation spent seven years to get the Country of Origin Labeling Act (COOL) passed by Congress and signed into law. Mexico and Canada challenged beef labeling rules with the World Trade Organization. The WTO ruled that COOL violated international trade rules. The Foundation with R-CALF sued the WTO and the USDA. The USDA sided with the Foundation and has now made its country of origin labeling rules for meat even tougher. Labels must now say where the cows were born, raised and slaughtered, with no commingling of beef from other countries allowed.

ITS NOT TOO LATE TO BUY THE NEW HOLIDAY GIFT GUIDE

The new and expanded All-American Holiday Gift Guide shows you how to buy American-made Christmas and Hanukkah gifts, ornaments and cards. The Guide has special sections for children, toys, men and women. It includes flowers, jewelry, teddy bears, hand creams, wines and spirits, games, scientific toys, wooden toys and puzzles.

The Made in the USA guide includes foodie gifts, from chocolates to blenders and stoves. The Foundation publishes a guide to holiday gifts annually. This year the book is larger than last year, 117 pages crammed with hundreds of gifts and many ways to buy them. Motorola's new Moto X smart phone, the first smart phone to be assembled in the United States, is included in the guide. Products from twelve new companies were added to the Holiday Gift Guide.

The book is 6 x 9 inches, and comes in paperback or in an electronic version. The paperback costs \$9.95 and is available at bookstores, Amazon.com and via the Foundation's website, <http://madeusafdn.org/products-page/books/american-holiday-buyers-guide/>. The electronic book sells for \$2.99 at Amazon, the Apple Book Store and on the Foundation's website, www.madeusafdn.org. The book can also be ordered at any bookstore in the United States.

