

FLOOR ALERT

April 10, 2015

TO: Members, California State Assembly

FROM: Valerie Nera, Policy Advocate

**SUBJECT: AB 312 (JONES) ADVERTISING: MADE IN THE USA LABEL
THIRD READING – APRIL 13, 2015 FILE ITEM #28
SUPPORT – AS INTRODUCED FEBRUARY 12, 2015**

The California Chamber of Commerce **SUPPORTS AB 312 (Jones)** that conforms California law with federal law regarding the use of “Made in the USA” labels on products sold in the state.

The Federal Trade Commission requires “all or virtually all” of a product to be manufactured in the United States of “all or virtually all” domestic components in order to be labeled “Made in the USA.” That standard takes into account that not all parts or components of a product are made in the United States. All other states use this interpretation with the exception of California.

This discrepancy has the unintended consequence of putting manufacturers and retailers at risk if their products are labeled according to federal guidelines and sold in California. Our members make, market and sell products in California, across the nation and the world. Having California law conform to federal law in this instance removes obstacles for labeling merchandise made or sold into California.

For these reasons and others, the CalChamber **SUPPORTS AB 312 (Jones)**.

cc: The Honorable Brian Jones
Michael Martinez, Office of the Governor
Curtis Vandermolen, Assembly Republican Caucus
District Offices, Members, California State Assembly

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