

FTC Holding Companies' Feet to the Fire on 'Made In USA' Rules

Gonzalo E. Mon

August 6, 2025

Partner [Gonzalo Mon](#) authored "FTC Holding Companies' Feet to the Fire on 'Made in USA' Rules" published by *Bloomberg Law*. The article covers Federal Trade Commission Chairman (FTC) Andrew Ferguson's designation of July as "Made in USA" Month, and the threat of enforcement and other issues companies face when they label products as "Made in USA." Gonzalo discusses warning letters that the FTC recently sent to four manufacturers about their "Made in USA" claims, as well as recent class-action litigation against companies making similar claims. He also outlines practical steps for businesses to ensure compliance and reduce risk of FTC scrutiny, including meeting the "all or virtually all" standard, properly qualifying or updating claims, and regularly reviewing them as production changes.

"'Made in USA' month is over, but these rules apply all year, and the FTC, plaintiffs' attorneys, and competitors are going to continue monitoring these types of claims. If you haven't considered whether you can substantiate your 'Made in USA' claims recently, now may be the time to do so."

Read the full article [here](#).