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What is Made by Yankees?

Made By Yankees is a series of resources designed to make products “Made in USA” accessible to consumers while at the same time giving manufacturers and retailers of the USA access to a very specific group of consumers who want to purchase American made products.

This *Made by Yankees booklet* explains what I found when I went looking for “Made in USA” products. My quest started with getting an understanding of the Federal Trade Commission guidelines. I then began to search for an all encompassing list of “Made in USA” products. I found out why there is no such thing. It wasn’t long before I discovered why people continue to say “Nothing is ‘Made in USA’ anymore.” Armed with numerous negative perceptions and very little understanding of what is really “Made in the USA”, I went looking for the facts! The discovery process required hurdling roadblocks and struggling with the unwillingness of companies to disclose country of origin for their products. The fact is there are many, many, quality products “Made in the USA.” Thinking that I had been properly “educated” on the subject, I found there was so much more to consider. My quest is complete; I found “Made in USA” products. And now, you can too, by using the Made by Yankees Quick Query database. Fast and Easy!

The *MadebyYankees.net* website is the database of American made products. The database is featured on a website that is easy to use with information relevant to consumers. Each product that appears in the database will provide the consumer with a retail website or real world retailer where they can buy the products that they are looking for.

MadebyYankees.com is a blog site designed to allow consumers to share shopping experiences and help one another find the products they want and need. It features related links, blogs, and news articles.

What this booklet is.

- A beginners guide to buying Made in USA products
- An educational tool to enlighten you
- A reference tool to guide you in your quest to purchase American made products
- A link to resources that will help you find the American made products that you can not find yourself
- Complimenting document to the www.MadebyYankees.com blog and www.MadebyYankees.net online database.
- An outlet to demonstrate my loyalty to hardworking Americans.

What this booklet is not.

- It is not a political forum
- It is not a religious forum
- It is not a method to persuade you to change you philosophies, values or loyalties.

Inspiration for this booklet

In the last 18 months a barrage of reports from all media sources have indicated unsafe products being imported. Large companies have issued numerous recalls for a variety of reasons.

In March 2007, 100 brands of pet food were recalled. According to the New York Daily News, a wheat gluten product obtained from China, was contaminated with chemical melamine. Since March hundreds of pets have died. Retrieved from

http://www.nydailynews.com/news/wn_report/2007/04/03/2007-04-03_fda_cans_china_biz_tied_to_pet_food_reca.html on 9/14/2007.

In June, the FDA advises consumers to avoid toothpaste from China containing a harmful chemical. Retrieved from <http://www.fda.gov/bbs/topics/NEWS/2007/NEW01646.html> on 9/14/2007.

Mattel issued a voluntary recall of some 1.5 million “Thomas and Friends” wooden toys because the contracted factory in China used lead based paint. Retrieved from

<http://www.npr.org/templates/story/story.php?storyId=11271805> on 9/14/2007.

In July, the Associated Press reported; “A seasoning made with imported Chinese ingredients used on recalled snack foods was contaminated with salmonella, a company official said Tuesday. The snack foods sickened dozens of people.” Retrieved from

<http://abclocal.go.com/wpvi/story?section=consumer&id=5448329> on 9/14/2007.

California Department of Public Health (CDPH), today warned consumers not to eat fresh ginger imported from China after the California Department of Pesticide Regulation’s residue monitoring program detected the presence of aldicarb sulfoxide in some batches of imported ginger. Retrieved from

http://www.fda.gov/oc/po/firmrecalls/cdph207_07.html on 9/14/2007.

This statement from the Consumer product safety commission sums up the growing concerns. “So far in 2007, 60 percent of the recalls we have conducted are of products made in China,... in 2007, we have done 24 recalls of toys; all of those products have been made in China.” Retrieved from

<http://www.npr.org/templates/story/story.php?storyId=11271805> on 9/14/2007

In a very short time period, imported products and the “Made in China” label has become a perception of outrage and danger. News articles demonstrating fear are commonplace.

According to recent [Mass Market Retailers article](#)

(massmarketretailers.com/articles/Imports_under.html), the recalls have "heightened fears regarding products that come from overseas... Nearly two-thirds of American adults lack confidence in the safety of a variety of products made in developing nations."

The sentiment of those concerned for safety is; if imported products are “dangerous” then domestic products are not. U.S. laws exist which serve to control the safety of products, thereby diminishing the likelihood of unsafe products. However, this point certainly is debatable.

What does “Made in USA” mean?

Under the guidelines of the Federal Trade Commission only automobiles and textiles such as wool and fur products must have the content disclosed. There is no law that requires other products sold in the U.S. to be labeled or disclose the amount of U.S. content, save FDA guidelines.

However, if a company does wish to make claims about the origin of their product, they must comply with the Made in USA policy. This policy applies to all products advertised or sold in the U.S. with few exceptions. General policy guidelines are below. See the FTC website for more detailed information.

- The claim or advertisement of Made in USA must be “all or virtually all” made in the U.S.
- The claim of Made in USA can be expressed or implied. U.S. flags, outlines of U.S. maps, or references to U.S. locations of headquarter or factories may convey a claim of U.S. origin either by themselves, or in conjunction with other phrases.
- “all or virtually all” is defined as “the product’s final assembly or processing must take place in the U.S.” Then consideration is given to “other factors, including how much of the products’ total manufacturing costs can be assigned to U.S. parts and processing, and how far removed any foreign content is from the finished product.”
- A company may not use a brand name or trademark by itself as a claim of U.S. origin.
- A company may not indicate that an entire product line is of U.S. origin.

Retrieved from <http://www.ftc.gov/bcp/online/pubs/buspubs/madeusa.shtm> on 9/14/07.

Perceptions versus reality

The reality of the general public is that “nothing is made in America anymore”. After several weeks of research I am finding that there are many things still made in the USA. I was mystified as to why everyone else still has this perception; after all there are thousands of manufacturers listed in the manufacturers association. Then it dawned on me, consumers who have Internet access, familiarity with technology, and time for research have access to information about Made in USA products. If a consumer has limited access to the Internet, it is reasonable to believe that the retail shopping experience creates the perception. These shoppers are limited to the products on the shelves. Which means they almost never see a product labeled Made in USA. In this case, the perception is the reality.

Acquiring the information

I didn’t really come into this project thinking it would be easy. I just didn’t think it would be difficult. Searching online for USA made products has proven to be fairly painless. However, expanding the information by brand or retailer quickly becomes a challenge.

Manufacturers

I contacted several manufacturers asking which of their products were made in the USA. In some cases, the response I got back was vague. Here is an example:

“Many of our products are still made in the United States, and the majority are assembled in the United States. We have manufacturing plants in Blytheville, Arkansas and Jackson, Greenwood and Kosciusko, Mississippi. Because of the global marketplace,

some items are sourced overseas, as are parts in just about every item you purchase today, from automobiles to consumer electronics.”

The last word, “If you have a specific Model number that you are interested in, I will be happy to tell you where that specific item is manufactured.” Now I’m thinking, do they not know where their items are made? Do they not want to tell me where the items are made? Or, do they simply have so many products that they can’t provide that bulk of information? At this point, I’m still mystified. Their products are not included in the database, simply because I couldn’t verify which products are made in the U.S. and which are “sourced overseas.”

On the other hand, manutailers (companies who are a combination manufacturer and retailer) have been more than willing to provide information. Perhaps, this is the exact Made in USA product niche the consumer, not to mention the large retailers, are missing.

Retailers

My success with retailers was nil. For the most part large retailers do not know which products they sell are actually made in the USA. I’ll give them the benefit of the doubt, they are in the business to sell goods and make profits. They do not want to alienate any of their selections by blatantly pointing out what is American made. In many cases, searching a major on-line retail store for the “Made in USA” label resulted in zero findings. That is not to say the retailer didn’t have any Made in USA products only that their product descriptions lacked the information or the search engine wasn’t working properly.

Doing it my way; the hard way

The awareness of American made products came primarily from on-line news sources or the company website. Occasionally, I would follow a lead from a book such as *A Year Without “Made in China”*, written by Sara Bongiorno or *How Americans Can Buy American* by Roger Simmermaker. Now and then I would reference one of the Consumer Resource web sites, an on-line store, or other related websites. The resources are listed below.

Consumer Resources

www.usstuff.com

www.madeinusa.org/

All American Made products on-line stores

www.ShopForAmerica.com

On-Line Store – sells only products Made in USA

www.ZebulonUSA.com

On-Line Store – sells only products Made in USA

www.usmadetoys.com

On-Line Store – sells only toys Made in USA

BuyAmerican.com

On-Line Store – sells only products Made in USA

www.stillmadeinusa.com

On-Line Resource – Links to business who make

products in USA

www.onestopamericanshop.com

On-Line Resource – Links to business who make

products in USA

Related Websites

<http://travel.discovery.com/Made-in-America.shtml>

Mostly I researched products and companies mentioned in news articles, things in my home and anything I happened to find in the store while I was shopping. Verification that products were actually made in USA, came easily in some cases and extremely difficult in others. Again, when a product could not be verified, it was not included in the data.

The process started with trying to find the website of the company whose product was allegedly made in the USA. Once the company website was located, I would then search the website for some indication of the manufacturing location or Made in USA claim. Since companies are obligated by law to ensure that their products are “all or virtually all” made in the USA before they make the claim, any indication on their website of the manufacturing location would have to be accurate; otherwise they would be violating the FTC Regulations. If the claim was made or the website indicated the city and state where the manufacturing plants were physically located, verification was complete.

Another technique for finding products made in USA was to surf an on-line store and use the search feature if one was available. This was not always a reliable way to obtain definitive information. However, when available, the feature was useful, particularly when the web site included the product origin as part of the product description. The search results proved to be very accurate for Amazon.com but were deceiving in other cases. Much of this had to do with the search engines’ abilities. For example, if the phrase “Made in USA” were typed into the search field, some search engines would search for each word but not necessarily find the words in order. That particular search engine might require “Made in USA” in quotes to find all the words in order. In other cases, the search engine would find all occurrences of the letters, which would produce results such as - rock**ing**.

Each day as additional news reports came in, new product type or brands would be mentioned. The process started again.

Why do you buy “Made in USA”?

We search for American made products for many reasons. Perhaps, we are concerned with the safety of our families, children, and pets. Perhaps, we know Union workers who we would like to support. Maybe, we believe purchasing USA will help keep the economy strong. Perhaps, there are political agendas. The motivation for some may be to save the ozone by reducing shipping. Maybe, one just wants to be loyal to their country.

Purchasing “Made in USA” will take effort.

What is important is that we obtain accurate information in order to make informed decisions. There are a lot of American made products. Though the reality is, that purchasing will be a more selective process; a process that may take a bit of research; a process that may take more time; and a process that may not be convenient. Lastly, the internet will be your prime source for buying the “Made in USA” products that you want. Mail Order and Phone orders are a distinct possibility as well.

“Made in USA”, Clear as Mud

Buying a Made in USA product may not be a clear black and white decision. Aside from the FTC definition of Made in the USA, you may want to consider the following topics. Are the raw materials domestic? (FTC Approved). If the raw materials are imported and the parts are manufactured and assembled in the USA, is it “Made in USA”? (FTC Approved). Is it considered American made if the parts are imported and assembly occurs in the USA? (Not FTC Approved) What if the parts are imported, assembly occurs in the USA but the company is owned by a foreigner? (Not FTC Approved). What if the raw materials are domestic, the parts are manufactured and assembled on US land but the company is owned by a foreigner? (FTC Approved). What impact do each of these situations have on employment rates and tax revenue.

Frequently Asked Questions – About the Website

How is Made by Yankee website different from “Usstuff.com” and “MadeinUSA.com”

Made by Yankees, has one sole purpose; provide data to the consumer regarding **what products are made in the US and where they can be purchased, fast and easy**. This is a no non-sense exclusive database providing consumers the names of American made products and retailers with out spending a lot of time surfing the web or looking at boxes on store shelves. Currently, Made by Yankees is the only website that will provide a list of Made in USA products by Brand and/or by Retailer.

Each of the Consumer Resource websites mentioned are useful and valid tools.

www.usstuff.com has a significant list of products as well as company information available through and alphabetical listing.

www.madeinusa.org/ contains links to companies that sell American made products.

How is Made by Yankee website different from the on-line stores featuring only American made products?

Made by Yankees is a resource; It is not a store. Though some on-line stores feature only Made in USA products, their product selection is limited. Some on-line stores provide links to companies that sell Made in USA items. Links send the consumer to different websites that soon become time consuming and confusing. The on-line stores remain useful and can be quick and easy, if they have the product you are looking for. On-line stores may provide a listing of Made in USA by Brand via the search engine. However, a listing of Made in USA by retailer is not available on these websites.

Frequently Asked Questions – About the Data

Is Made by Yankees an all-inclusive database?

No, not yet. Almost 2000 items have been researched and verified to date but, there are so many more! We expect that dedicated consumers and interested business will help build the data base until it nears the all-inclusive status.

If a retailer is on your list, can I assume that all the products carried by that retailer are Made in the USA?

No. Only the items on the list were specifically researched and verified. The retailer may sell items with different origins.

If one product in a brand line is made in the USA can I assume that all products with that Brand name are made in the USA?

No. Large companies may produce brand name items in multiple countries using the same brand name.

If a retailer is listed does that mean they have the product I want?

At the time the information was collected, there were indications that the product was sold at the noted retailer. However, retailers often dropped items and/or substitute with other brands.

When a particular product is listed, does that mean that it is the only product of it's kind made in the USA?

No, generally there are other products of the same type made in the USA. However, time and resources have limited what we could accumulate initially. Again, we expect that

dedicated consumers and interested business will help build the database until it demonstrates a variety of each product.

Have any of these items been recalled?

At the time the information was collected, none of the items had been recalled.

Frequently Asked Questions – About the Company

Does Made by Yankees have future plans?

Made by Yankees plans to offer data entry services and research services. If you can't find what you are looking for, the website offers services to find whatever domestically made products you want, no charge! Just email us! Yankee617@gmail.com or call 1.888-816-Easy (3279).

Will Made by Yankees sell advertising space?

Yes, advertising space will be available. Advertising will be limited to;

- Specific products that meet the FTC “Made in USA” label criteria,
- Companies whose websites clearly identify “Made in USA” products, have a special search for “Made in USA” or a separate page for “Made in USA” products, and
- Companies who offer services provided by American companies.

Disappointed? Yes?

So are we. There are SO MANY Made in USA products that there is not enough time to research every item and get them posted on the database. We are committed to adding new items on a weekly basis. Please be patient while we grow!

Personal Note

This booklet has been prepared out of a sense of loyalty. For good or for bad my upbringing has taught me to be loyal to all I know and love. My loyalty covers a lot of ground, a few obvious loyalties include, loyalty to my Country, loyalty to my community, loyalty to my family, and loyalty to my employer. There are other loyalties as well, however, more fluid. Loyalties such as stores, brands, sports teams etc, come and go based on a variety of issues. Many times the level of loyalty is stipulated on the amount of knowledge that I have on a particular subject, perhaps the quality, cost or availability of an item. Sometimes the loyalty is based on values or change in values in myself and in others. My loyalty to buying Made in USA products is fluid as well. I've always valued buying domestic products but never really followed through or committed to that value. The number of dollars in my pocket dramatically influenced the loyalty of buying Made in USA. Regardless, the dormant value of buying Made in USA must be resurrected and acted upon. I began by looking for a consolidated listing of Made in USA products. My expectations were to find a database where I typed in the product that I wanted to buy and I would get a product number, product description, retailer information and contact information. I was greatly disappointed. Along the journey I found that there are things that need to be considered. Things I never thought about and things that you may want to know too! The results of my actions are this booklet and the complimenting websites mentioned earlier.

An official word on Loyalty

Social and cultural loyalties evolved as devotion for one's family and friends. It comes most naturally amongst small groups where the prospect of being caste out seems like the ultimate, unthinkable rejection. (<http://en.wikipedia.org/wiki/Loyalty> on 9/9/07).

Loyalty became a tool for governments when the concept was used to foster allegiance by states and later nations. (<http://en.wikipedia.org/wiki/Loyalty> on 9/9/07).

Loyalty in business has also been used for years. The newest trend is “Branding” which is essentially a packaged marketing tool. Branding allows consumers to identify with companies,

designs, values, quality, cost and other important purchasing considerations to create customer recognition and loyalty. (<http://en.wikipedia.org/wiki/Loyalty> on 9/9/07).

Did you know **Loyalty Day** is an official holiday observed on May 1st in the United States? The purpose is reaffirmation of loyalty to the United States. It was first observed in 1921. Batavia, Illinois still celebrates with parades and ceremonies. Each year the President must issue a Loyalty Day proclamation.. (http://en.wikipedia.org/wiki/Loyalty_Day on 9/9/07).