

EXPANDING PROCESSING, CONSUMER TRANSPARENCY, AND MARKETS FOR RANCHERS:

These investments will put American beef producers and processors first, expand marketing choices for ranchers, and ensure clear, truthful labeling for consumers.

A. PROTECT AND PROMOTE AMERICAN BEEF THROUGH TRANSPARENT LABELING

- i. **USDA Action:** FSIS will begin enforcing compliance of labeling claims for meat and poultry products bearing “Product of USA” claims and will provide guidance and outreach to states to support state-based labeling programs.
- ii. **Implementation:** Effective January 1, 2026, FSIS inspection personnel will begin enforcing compliance on FSIS-regulated products that bear voluntary “Product of USA,” “Made in the USA,” and other U.S.-origin claims before they may enter commerce. FSIS will conduct regional webinars and issue guidance in late 2025, in partnership with states and farm groups, to support state and local labeling claims related to FSIS regulations.
- iii. **Result:** Only products that have been born, raised, and slaughtered in the United States will be eligible to make U.S.-origin labeling claims, ensuring any premiums derived from those claims only benefit producers and processors utilizing American beef. Further adoption of state and local labeling claims could lead to additional premiums for those producers and processors providing high-quality, local beef products to American consumers.

