

U.S. Sen. Baldwin: Legislation to increase transparency online advances with bipartisan support

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WASHINGTON, D.C. – Today, the *Country of Origin Labeling (COOL) Online Act*, led by U.S. Senators Tammy Baldwin (D-WI) and JD Vance (R-OH) passed the U.S. Senate Committee on Commerce, Science, and Transportation with bipartisan support. This legislation would ensure that all goods sold online list their country-of-origin in order to protect Americans' right to know where the products they buy are made and promote American-made goods for online shoppers.

“Regardless of where we buy something, Americans have the right to know if the product they are purchasing was made in America or a foreign country,” **said Senator Baldwin.** “I am proud to have earned the bipartisan support to take us one step closer to fixing our outdated labeling laws, promoting transparency for shoppers, and boosting American manufacturers, businesses, and workers.”

The *COOL Online Act* will update our labeling laws for the e-commerce era by amending the *Federal Trade Commission Act*. Specifically, the bill requires:

- The country-of-origin labeling for a product, as required by existing law, be clearly and conspicuously stated in the website's description of the product
- Clear disclosure of the country in which the seller of the product is located in the online product listing.

In addition to Senators Baldwin and Vance, the legislation is also cosponsored by Senators Rick Scott (R-FL), Sherrod Brown (D-OH), Josh Hawley (R-MO), and Mike Braun (R-IN).



The *COOL Online Act* is supported by the Coalition for a Prosperous America, the Alliance for American Manufacturing, and American Compass.