

U.S. Sen. Baldwin: To Trump: Back my bill to support Made in USA products online

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President Trump's Executive Order aligns with Baldwin's bipartisan bill requiring online retailers to clearly disclose their country of origin

WASHINGTON, D.C. – Today, U.S. Senator Tammy Baldwin (D-WI) released the following statement after President Donald Trump signed an Executive Order, [“Ensuring Truthful Advertising of Products Claiming to be Made in America.”](#) The goals of the Executive Order, to get online retailers to clearly display their products’ country-of-origin and protect American consumers, align with Senator Baldwin’s bipartisan *Country of Origin Labeling (COOL) Online Act*. Baldwin is urging President Trump to call on Congressional Republicans to pass her *COOL Online Act* to ensure that all goods sold online list their country-of-origin, making sure Americans know where the products they buy are made and promoting American-made goods for online shoppers. The bill is supported by the Coalition for a Prosperous America and the American Alliance for Manufacturing.

“As more and more Americans turn to online shopping, we’ve seen an explosion of knock off products stealing business from Made in the USA businesses and undercutting American entrepreneurs. My bipartisan bill makes sure that online shoppers know whether they are supporting American businesses or not,” **said Senator Baldwin.** “The President made clear he’s on board, but a rule isn’t going to cut it – we need to make this law. I’m calling on him to immediately back my bill to protect Made in the USA products, increase transparency for online shoppers, and support American businesses.”

“President Trump’s executive order ensuring truthful ‘Made in America’ claims is an

important step toward restoring transparency and fairness in the marketplace,” **said Jon Toomey, President of the Coalition for a Prosperous America.** “Consumers overwhelmingly want to buy American-made products, but misleading online labeling often obscures the true country of origin. The Administration should build on this action by supporting the bipartisan COOL Online Act, which would extend the same transparency required in brick-and-mortar stores to e-commerce and ensure American manufacturers compete on a fair and honest playing field.”

“Cracking down on false ‘Made in USA’ claims is an important step toward protecting consumers, and the administration’s Executive Order moves that effort in the right direction,” **said Scott Paul, President of the Alliance for American Manufacturing.** “Building on that momentum, passage of Senator Baldwin’s COOL Online Act would give consumers the same country-of-origin information online that they already receive in brick-and-mortar stores. This is a commonsense, bipartisan solution.”

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. Senator Baldwin first [introduced](#) this bill with then-Senator J.D. Vance in 2023 and now leads the [legislation](#) with Senator Rick Scott (R-FL).

An online version of this release is available [here](#).