



June 8, 2021

Dear Members of the United States Senate:

We represent American businesses and the hard-working men and women who are committed to American manufacturing. We also stand with tens of millions of American consumers who want to know where the products they purchase are manufactured.

We write regarding the efforts by large online retailers and importers to remove the *COOL Online Act* from the *U.S. Innovation and Competition Act* (S. 1260). This important piece of legislation—sponsored by U.S. Senator Tammy Baldwin (D-WI) and reported out of the Senate Committee on Commerce, Science, and Transportation with overwhelming bipartisan support this month—would require that country-of-origin labeling (COOL) be clearly and conspicuously stated in any website description of a product.

According to recent [public opinion research conducted by the Reshoring Institute](#), 70 percent of American consumers prefer American-made products. Unfortunately, large online retailers have fought against country-of-origin labeling bills for years, denying American consumers access to valuable information on where the products they buy on the Internet were produced.

Under current U.S. law, a product's external packaging must state its country of origin. However, e-commerce has made distinguishing an item's place of origin more difficult. Websites often do not display the country-of-origin for a product since labeling laws were written before online shopping.

The groups opposed to this effort apparently do not share the concerns of American consumers about importing counterfeit, unsafe, and shoddy goods from countries like China. Their attempt to prevent the *COOL Online Act* from becoming law undermines the actions of policymakers on both sides of the aisle. More importantly, it harms

millions of American consumers who want to know where the products they buy are made.

As the Senate considers the *U.S. Innovation and Competition Act* (S. 1260), we urge you to stand with American consumers, American businesses, and American workers by maintaining the inclusion of the *COOL Online Act*.

Thank you,

**Coalition for a Prosperous America**

**National Council of Textile Organizations**

**International Brotherhood of Teamsters**

**The Manufacturers Association of Central New York**

**Alliance for American Manufacturing**

**Consumer Federation of America**

**Consumer Action**

**U.S. Public Interest Research Group**

**Wisconsin Public Interest Research Group**