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# Walmart Busted for 'Made in USA'

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Posted Thursday, October 22nd 2015 @ 4am by iHeartMedia's Corey Olson

Made in America still means something, as the nation's largest retailer recently found out. Walmart had to remove "Made in the USA" logos from several products on its website due to an inquiry by the Federal Trade Commission. The inquiry stems from a report from the watchdog group Truth in Advertising that found more than 100 items on Walmart's web site that misled consumers with the "Made in the USA" logo.

Walmart's prompt action in response to the inquiry and its pledge two years ago to stock an additional \$250 billion in U.S.-made items over the next decade shows the importance of retailers' commitment to homegrown products, according to Valerie Uhler with the Made in

America Movement. "For consumers, it means quality to them, it means pride to them, it's incredibly important, and they are actually taking the time to go and look at labels and find people that are making things in America," she tells KTRH. "I don't think it's just groups like us that see that importance, I think Walmart clearly sees its value, and that people want it and are willing to pay for it and shop elsewhere if necessary."

While a lot of major products are manufactured overseas, Made in the USA is still alive and well. Especially here in Texas, which continues to see record exports. "People are not only manufacturing here still, but we see it's something that new entrepreneurs want to do as well," says Uhler. "Yes, absolutely things are still made here in America."

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