

Made in the USA

Scenario:

“Buy American” has become a popular slogan over the last few decades as our country tries to keep jobs and support our industries, especially during the most recent recession. Because of this, several companies use the label, “Made in the USA,” with the hope that people will select these products over products from other countries. With the increase in transportation of goods back and forth between different countries, products are not entirely manufactured and assembled in one country. You are a research team working for the television show, *60 Minutes*. Your team is working on the concept that people assume a product is made in America because of the brand name or because there is a label that says, “Made in the USA.” The show segment would investigate how some automobiles are manufactured and assembled, and what standards are used to allow a company to call their product, “Made in the USA.” You are pitching your idea to producers and directors from *60 Minutes* to get their approval.

Possible topics to cover (these are only suggestions and are not a requirement for a superior presentation):

1. Describe how different automobiles are built using varying amounts of foreign parts or are manufactured outside the USA.
2. Describe how this has changed over time.
3. What changes in car manufacturing have made it more cost effective to transport products to multiple countries before coming to market?
4. Compare an automobile to other types of products that are allowed to have the label “Made in the USA” but were made, in part, outside the USA.
5. Talk about the journey the parts and the final automobile take to reach the car dealer.
6. How do other countries produce products that cost less than in the USA?
7. What standard is currently in place for your product to get the “Made in America” label?
8. How much does this label affect the way people purchase products? (a survey may be good)
9. Are people aware that products that are sold as American are, in part, made in other countries? (possible local survey)
10. Is there a perceived difference in the quality of products depending on the country?

Bibliography

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Be sure to have a printed bibliography to hand to the judges before you begin your presentation. You are encouraged to cite all of your sources, including graphics. A simple web tool to organize your bibliography can be found at <http://citationmachine.net/>. You do not have to put your bibliography at the end of your PowerPoint.

Grade 8 2010 Resources

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Possible Sources

Newspapers, historians, scientists, videos, CD's, encyclopedias, history textbooks
Facts on File, United Streaming, and the Associate Press Extensive Photo Archive

Online Sources

Bureau of Consumer Protection:

<http://business.ftc.gov/documents/bus03-complying-made-usa-standard>

Basic information about "Made in America" claims.

What's Made In America?: http://www.whatsmadeinamerica.org/html/u_s_standards.html

Goes into more detail about items claiming to be "Made In America." Also gives public opinion.

MSNBC: http://www.msnbc.msn.com/id/35821593/ns/business-us_business/

Federal Trade Commission: <http://www.ftc.gov/opa/1997/05/examples.shtm>

FTC Proposed guidelines for the use of U.S. Origin Claim.

Automotive News: <http://www.automotiveaddicts.com/inthenews/07-10-06.html>

Provides a list of cars and the percentage of American-made products on each car. Presents information on the process of cars being made in America, while parts are imported.

All Business: <http://www.allbusiness.com/government/government-bodies-offices-us-federal-government/10586272-1.html>