



Eligibility and Usage Guidelines for the USA CHEESE Seal Mark

****APPENDIX A****



****There is NO COST to use the USA CHEESE Seal mark.**

****The following entities are eligible to use the Seal:**

- For the purpose of promoting U.S. cheese in the **USA market**, the following entities are eligible to use the USA CHEESE Seal: **U.S. dairy manufacturers and suppliers, food and beverage manufacturers, retailers and foodservice operators.**
- For the purpose of promoting U.S. cheese in markets **outside of the United States**, the following entities are eligible to use the USA CHEESE Seal: **U.S. dairy manufacturers and suppliers as well as local importers/distributors, food and beverage manufacturers, retailers, and foodservice operators.**

****In order for a product to be approved for the USA CHEESE Seal mark it must meet the following guidelines:**

- If the product is just a **piece of cheese**, the cheese must be made in the United States from U.S. produced cow's milk. Mixed milk cheeses can be examined on a case-by-case basis as long as cow's milk is also used.
- If the product is a **manufactured product** or a **dish** made with cheese, the cheese(s) used as an ingredient in the final product or dish must be 100% made in the United States from U.S. produced cow's milk.
- Manufactured products or dishes can be made in a country other than the United States by the Applicant and/or by any of the Applicant's customers under the supervision of the Applicant. Upon the request of USDEC, Applicant and/or any of the Applicant's customers must be willing to produce backup proofs of purchase and other requested documentation showing the U.S. origin and the composition of the cheeses used as ingredients.
- The USA CHEESE Seal cannot be used on products and dishes containing other non-U.S. cheese.
- The USA CHEESE Seal cannot be used on cheese made with vegetable oil (analog cheese) or on products and dishes made with analog cheese, even if the cheese is made in the United States. It also cannot be used on any promotional materials for the purpose of promoting analog cheese.
- The USA CHEESE Seal will only certify products manufactured by the Applicant and/or by any of the Applicant's customers.

➔ Please initial below and return this page with the signed agreement and other appendices.

_____ I have read and agree with the above terms and conditions.

[Initial here]

Contact USDEC with any questions:

Angélique Hollister
USA Origin Seal administrator
ahollister@usdec.org

U.S. Dairy Export Council
2107 Wilson Blvd., Suite 600 | Arlington, VA 22201
Tel: 703-528-3049 | Fax: 703-528-3705