

# **COOL**

Country of Origin Labeling

- **16 March Final Rule went into effect**
- **Beef, pork, goat, lamb, poultry**
- **Enforcement is fully funded**
  - **Conducted in partnership with states**
- **37,000 retail outlets subject to a review**
  - **5,000 will be reviewed this year**
- **Reviews began in May**

# **COOL**

Country of Origin Labeling

## **Categories**

- A product of US origin**
- B product of mixed origin**
- C imported direct to slaughter**
- D product of foreign origin**
- E ground meats (mixed origin)**

# COOL

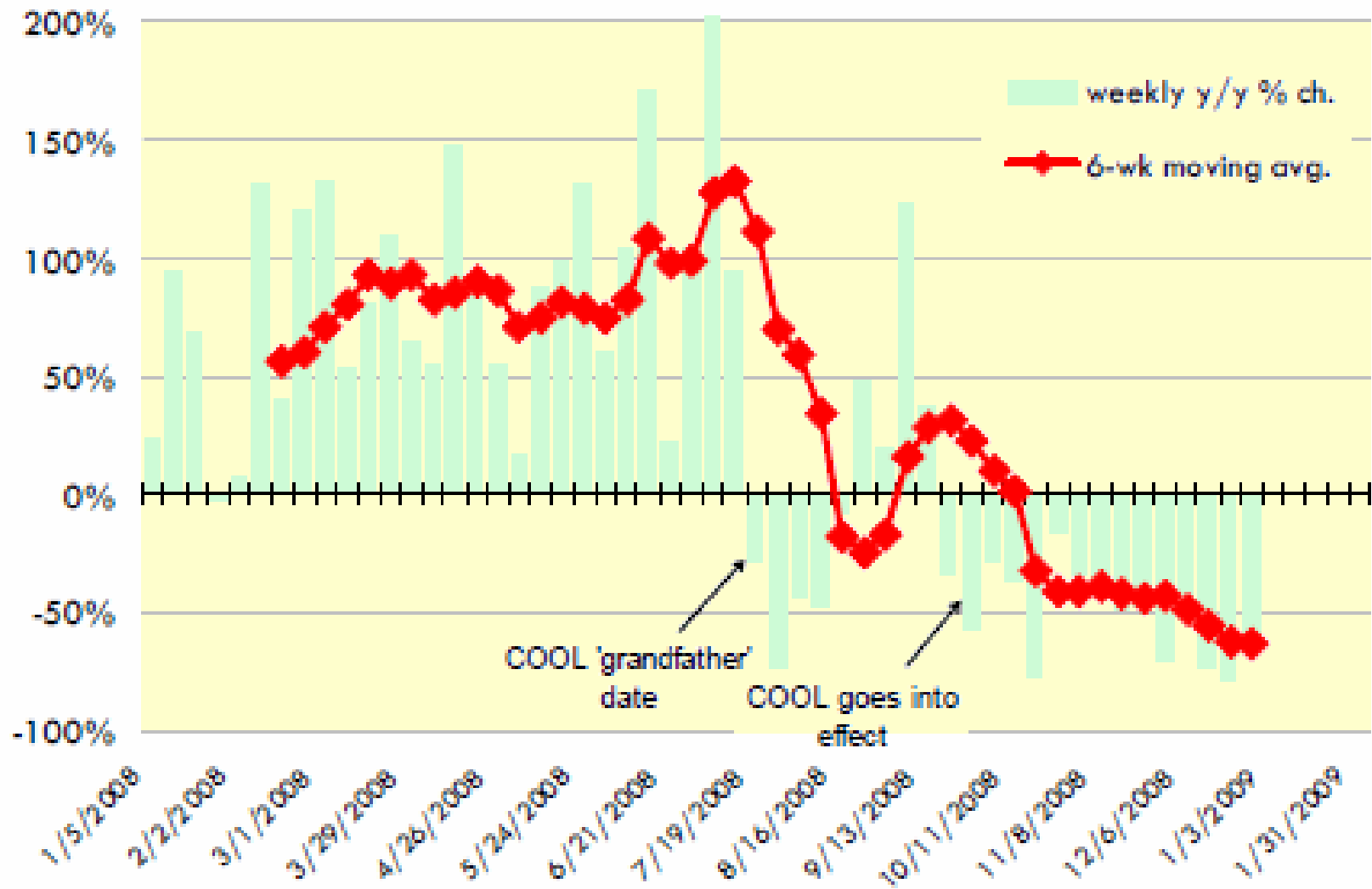
Country of Origin Labeling

CAN M

- Canada & Mexico still 'watching'
  - US economy has frustrated their cases
  - Mexico has not requested a WTO panel hearing
- Canada
  - Collecting data: feeder pigs and feeder cattle
- Mexico
  - Heated political issue
  - Northern versus Southern cattlemen
    - Northern cattle .... feeder calves exported to US
    - Southern cattle .... beef to Mexico City, et al

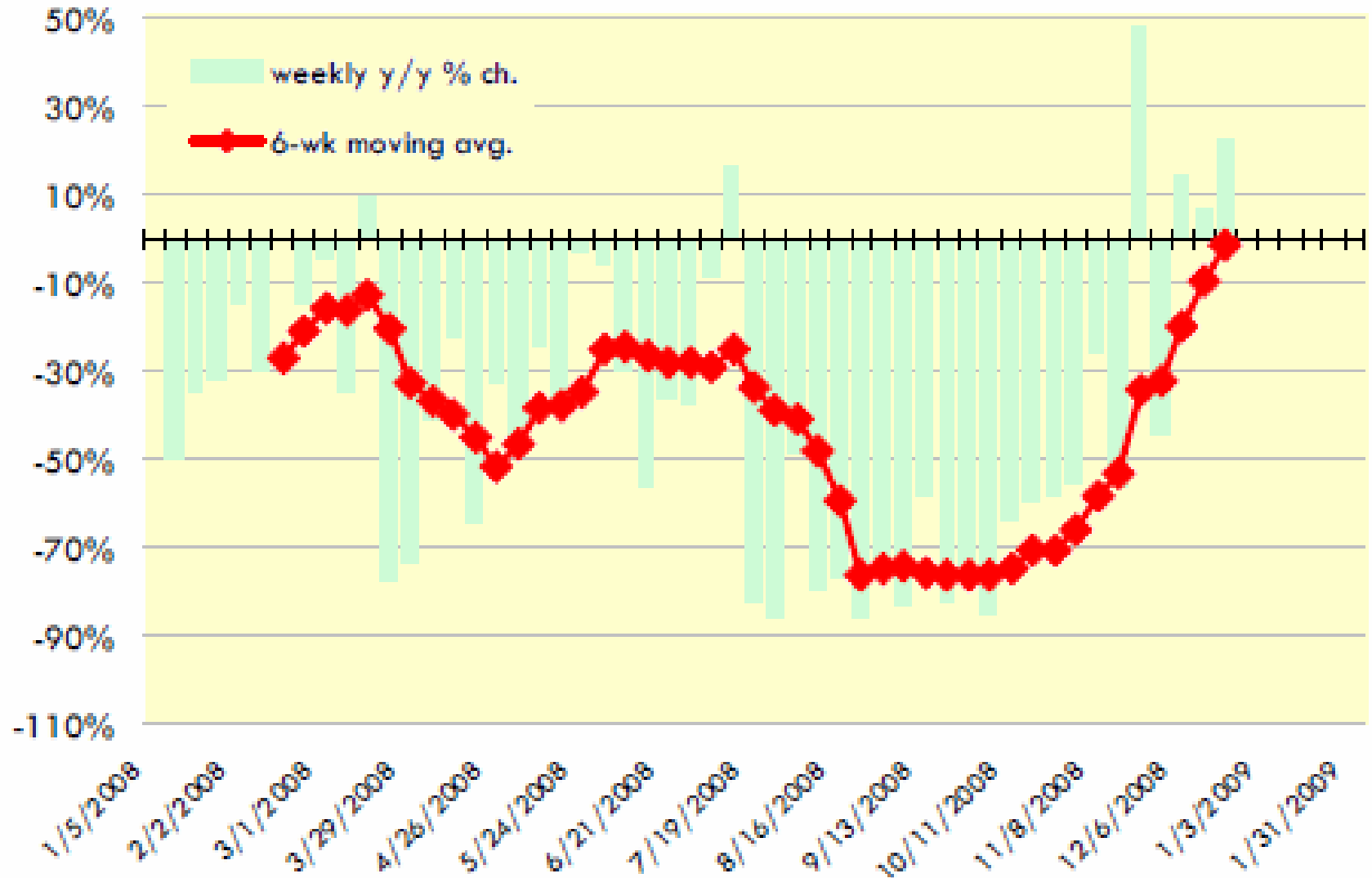
# US IMPORTS OF CANADIAN FEEDER CATTLE

Y/Y % CHANGE, WEEKLY AND SIX MONTH MOVING AVG.



# US IMPORTS OF MEXICAN FEEDER CATTLE

Y/Y % CHANGE, WEEKLY AND SIX MONTH MOVING AVG.



# COOL

Country of Origin Labeling

# CAN

- Wednesday, 7 October 2009
- Canada asks WTO to establish a trade dispute panel over rules of COOL
- “Unfair and unnecessary costs”
- Request will be considered at the 23 October meeting of the WTO’s Dispute Settlement Body

# Industry Action *by NCBA*

- NCBA has asked USDA to reinstate a joint AMS/ERS study entitled, “*Economic Analysis of Country of Origin Implementation Costs for Producers and Processors in the Beef, Pork and Lamb Industries*”
- FY 2010 Agriculture Appropriations Bill did not direct USDA to reinstate the funding for this project.