

Support COOL Implementation



- The 2002 Farm Bill included mandatory country-of-origin labeling (COOL) on seafood, meat, produce and peanuts. Since then, only seafood COOL has been implemented.
- After years of delay, COOL for meat, produce and peanuts is now slated to be implemented September 2008. Due to USDA's inability to write common-sense rules for implementation, the House-passed farm bill included a means to finally implement the program as originally intended.
- Staunch anti-COOL critics are supportive of the House COOL language and committed to forgo any legislative efforts to derail the intent or timeline of implementation.

House Farm Bill COOL Language

- Creates "truth in labeling" mechanism by establishing four categories of labels for meat;
 - Clarifies recordkeeping requirements and prohibits USDA from requiring new records to prove compliance;
 - Allows state/regional labeling programs to suffice in lieu of COOL;
 - Reduces punitive fine to \$1000; and
 - Includes grandfather clause to allow sufficient time to comply.
- Consumers have been steadfast in their calls for COOL since the law was originally passed. A July 2007, Consumers Union poll that found 92 percent of respondents believed imported food products should be labeled with their country of origin. An August 2007 Zogby International poll of Americans, found 95 percent believe consumers have a *right to know* the country of origin of the foods they purchase.

Keep

Support country-of-origin labeling

COOL