

COOL Facts!

The TRUTH about Country-of-Origin Labeling

- TRADE -

MYTH: The current COOL law may be found illegal under NAFTA and by the WTO.

FACT: The law does not impose any additional restrictions in the form of tariff rate quotas or non-tariff barriers to imports. The requirements apply to both the domestic and imported commodities enumerated in the statute. According to Government Accountability Office (GAO), **48 out of 57** U.S. trading partners require COOL on one or more of the U.S. covered commodities—including Canada and Mexico.

MYTH: COOL has nothing to do with food safety.

FACT: Banned Chinese seafood and other tainted imports highlight desire among consumers to have country of origin labeling. COOL cannot and will not prevent food born illness, but it does provide consumers with information. By differentiating our products from imports, consumers can maintain their confidence in USA products.

People Prefer Local!

- Eighty-six percent of consumers questioned say they would pay more for food grown in the United States rather than abroad.
- Seventy-four percent of respondents said they thought the United States should not buy all its food from other countries even if it's cheaper than food produced and sold domestically.
- Four out of five U.S. consumers surveyed believe U.S.-grown food is fresher and safer than imported food.

— Food from our Changing World: The Globalization of Food and How Americans Feel About It, North Carolina State University, February 2003.

UnCOOL Fact

Right now, if animals from any foreign country are held in the United States for the prescribed number of hours before being slaughtered, it can carry the USDA seal. If a food product is altered in any degree after importation, it can carry the USDA seal.

MYTH: Poultry is not included in the law, therefore the beef, pork and lamb market will be displaced by consumers purchasing poultry.

FACT: The U.S. imports **1/50th** of 1 percent of all poultry consumed in the country. Of the 34 billion pounds of poultry consumed by Americans, a mere 17 million pounds are imported.

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