

COOL Facts!

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The Truth about Country-of-Origin Labeling!

122 Groups Oppose COOL Delay

A coalition of 122 agriculture and consumer groups do not support the one-year delay of mandatory country of origin labeling law contained in the FY2006 House agriculture appropriations bill. The coalition, representing an overwhelming majority of agriculture producers and consumers, sent a letter to the U.S. House of Representatives June 6, 2005 urging them to oppose congressional efforts to delay country-of-origin labeling. The Americans for Country of Origin Labeling coalition has worked together to pass COOL in the 2002 farm bill remains united in support of seeing mandatory COOL implemented for all covered commodities, on time. [Click here](#) for the letter and group list.

2 COOL Victories!!!

- ✚ **Montana State Legislature Passes Mandatory Country-of-Origin Labeling.** On April 13, after being fed up with the federal government's refusal to enact the mandatory COOL legislation included in the 2002 farm bill, the Montana legislature approved their own state mandatory COOL law. Retailers will be required to identify the country of origin on beef, pork, poultry and lamb products, effective Oct. 1, 2006.
- ✚ **California Assembly Approves State Mandatory COOL.** On June 2, the California State Assembly approved a state mandatory country-of-origin labeling bill for beef on a vote of 42-33. This victory comes from consumers and producers working together. The bill now moves to the California Senate for consideration.

MYTH: Another delay of implementing COOL is necessary to study and understand the law.

FACT: Attempts to further delay COOL is a veiled attempt to kill mandatory COOL. USDA implemented mandatory COOL on seafood products in April 2005. U.S. consumers are currently able to decide whether to purchase wild-caught or farm-raised seafood and whether to purchase U.S. seafood products. The sky did not fall when USDA implemented the law. House Agriculture Appropriations Subcommittee Chairman, Rep. Bonilla stated that this delay is necessary to give the authorizing committee adequate time to address legislation that has been introduced to repeal mandatory COOL. USDA has had since May 2002 to study and understand the law and determine the least cost and least burdensome implementation rules for mandatory COOL.

COOL Opinions

Several newspaper editorial boards have come out in support of COOL. Here are links to a few:

Trust them, they're only thinking of you, *Canton Repository June 5, 2005.* "...Here it comes. The story notes, "Congress initially ordered the labeling into effect in 2004, but the lawmakers, bowing to pressure from meatpackers and food processors, voted to delay it until 2006." Just once, I'd love to read a story that reads, "Industry wanted the regulations scrapped, but lawmakers, bowing to pressure from the public, voted to implement them immediately." Silly me, thinking our representatives would bow to pressure from anyone other than special interest groups, lobbyists and campaign contributors. Some decisions, though, are more outrageous than others. Like the one about the meat-labeling policy mentioned above.

They Said It

"It's just a matter of putting the sticker on the package," *Keith Allen, Raley grocery store meat department manager.* [Auburn Journal, May 25, 2005](#)

Raley's has been labeling its seafood products since January. While the burden of labeling falls on grocers, it hasn't been difficult for the meat department staff to adjust to the change.