

COOL Facts!

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The Truth about Country-of-Origin Labeling!

SUPPORT REHBERG-HOOLEY AMENDMENT

Representatives Rehberg and Hooley will offer an amendment to the FY2006 agriculture appropriations bill that strikes the COOL implementation delay from the bill.

Reasons to Support Rehberg-Hooley

- ✦ A COOL delay is **NOT** supported by the U.S. livestock producer industry. Those claiming to represent the industry are packers, processors and retailers that profit by hiding where their products come from.
- ✦ Over 120 agriculture and consumer organizations support Rehberg-Hooley's amendment.
- ✦ Mandatory seafood COOL is currently implemented and the sky didn't fall!
- ✦ 48 out of 57 countries the U.S. engages in trade, require COOL on their grocery store shelves.
- ✦ Implementation has been delayed four years already, how much time does USDA need?
- ✦ Common-sense implementation would have minimal bureaucratic and financial burden on producers, processors and retailers.
- ✦ It's the right thing to do for U.S. producers and American consumers.

Myth: Supporting the Rehberg-Hooley amendment forces USDA to publish and implement a rule with unnecessary and onerous burden.

Fact: **Voting against Rehberg-Hooley ties the hands of USDA.** Congress should be working with USDA speed up the process of implementing mandatory COOL, not dismantling the law before it has had a chance to work. Supporting the Rehberg-Hooley amendment would prevent Congress from tying the hands of USDA in their ability to write a common-sense rule that has minimal financial and bureaucratic burden on producers, processors and retailers.

Myth: A delay on COOL is necessary to provide Congress the opportunity to consider legislation implementing a "workable" COOL program for meat.

Fact: **A voluntary COOL program is not a "workable" option.** Voluntary COOL has been on the books for a number of years, yet packers and processors refuse to participate. Those calling for a voluntary program are the same opponents that have been trying to kill COOL since day one. Processors and retailers are unlikely to voluntarily label products they import or blend, if it would mean a lower profit-margin for them.

RESOURCES

[NFU's COOL Facts](http://www.nfu.org) section of its Web site (www.nfu.org) contains useful AND truthful info about COOL.