

# HB17-1234

## Beef Country of Origin Retail Placard

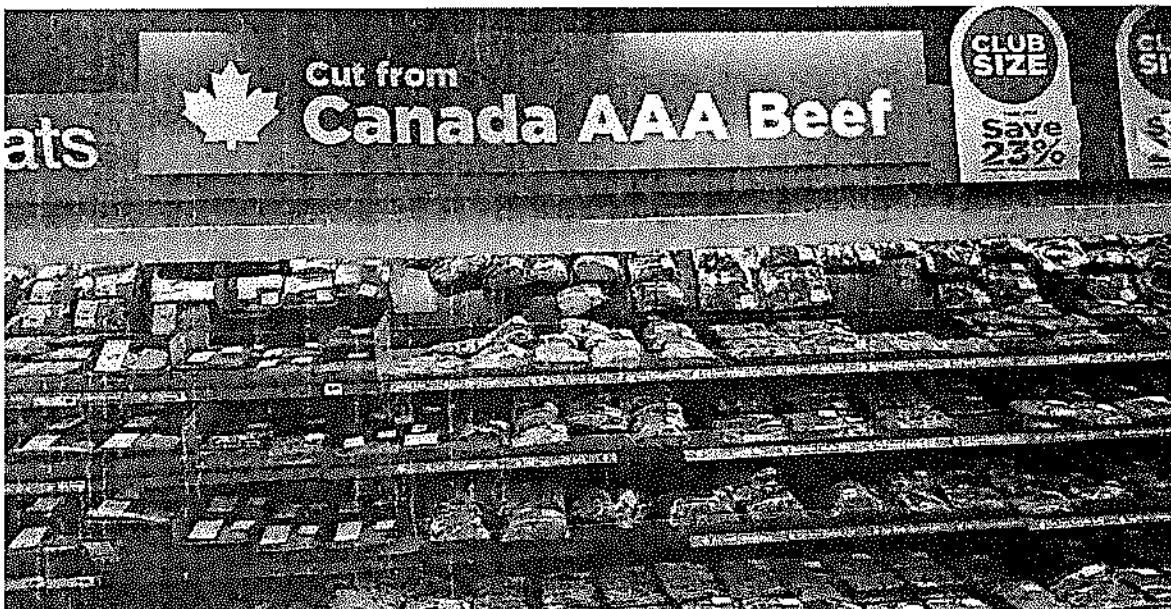
### Brief History of COOL

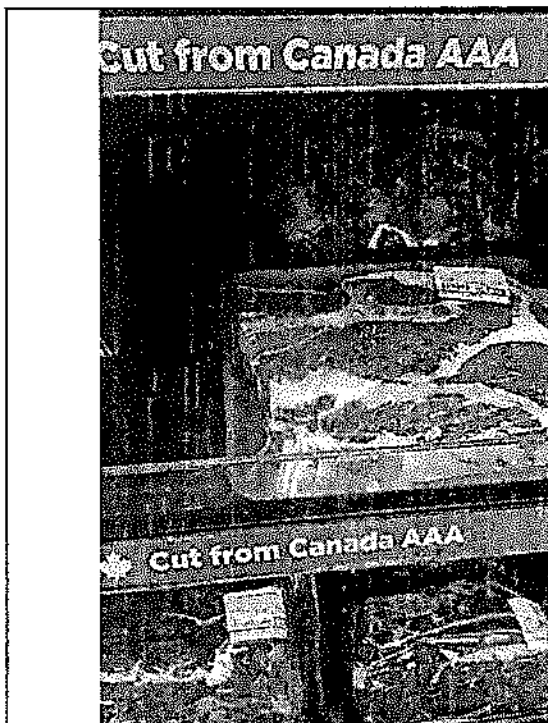
- **2002 Farm Bill** - required retailers of a covered commodity (including beef) to provide country of origin information to consumers
  - Despite consumer, producer, and congressional support, implementation of the labeling law was delayed until 2008
- **2008 Farm Bill** – amended the 2002 U.S. country-of-origin labeling (COOL) law to include goat and chicken
  - Covered commodities – muscle cuts of beef (including veal), lamb, chicken, goat, and pork; ground meats including beef, lamb, chicken, goat, and pork; wild and farm-raised fish and shellfish; all fresh and frozen fruits and vegetables; macadamia nuts; pecans; ginseng; and peanuts.
- **March 2009** – the USDA final rules for COOL went into effect.

## Congress exempted beef from COOL

- **December 2015** – due to the threat of retaliatory tariffs on a variety of U.S. exports by Canada and Mexico, Congress exempted beef and pork from the U.S. country-of-origin labeling (COOL) law
  - December 18, 2015 – USDA ceased enforcement of COOL requirements for beef and pork
  - The COOL requirements are still in effect for the remaining “covered commodities”

## Placards used in Canada – Aug. 2016



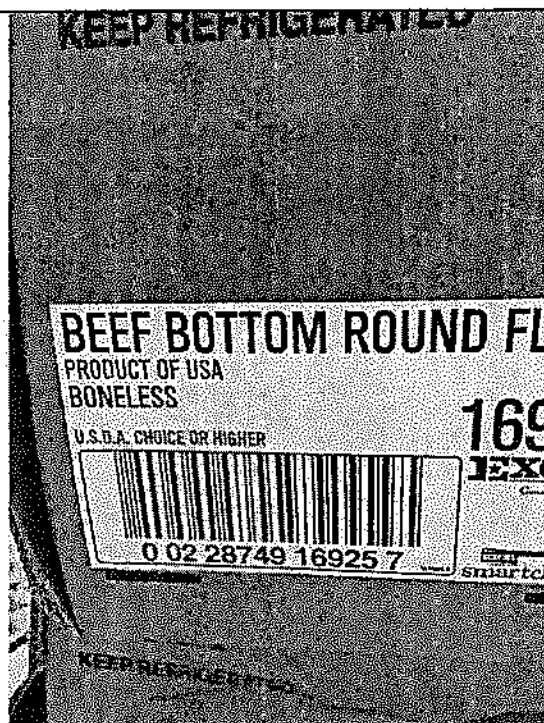


Canada does not want the United States to have informational labeling, even though Canada itself has **mandatory COOL** for meat products

The USDA Food Safety and Inspection Service (FSIS) has approved the use of the "Product of the U.S.A." under the following conditions:

1. If the country to which the product is exported requires this phrase, and the product is processed in the U.S.,
- OR
2. The product is processed in the United States

This entry cancels Policy Memo 080 dated April 16, 1985



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- **“U.S.A. Beef”** – “if the beef is exclusively from animals born, raised, and slaughtered in the United States or born and raised in Alaska or Hawaii and transported for a period of not more than sixty days through Canada to the United States and slaughtered in the United States; or
- **“Imported”** – “if the beef is from any animal born, raised, or slaughtered in any foreign country. The placard for imported beef must indicate each country.”

### Example – Placard for Beef Imported from Australia

This picture was taken at a grocery store in Baton Rouge, Louisiana three weeks ago

This proves two things:

- Some foreign beef is being labeled (imported beef that is already packaged)
- Labeling beef as to its origin in the U.S. market is NOT rocket science

