



COUNTRY OF ORIGIN LABELING

CANADIAN AND MEXICAN RETALIATION ON THE U.S. ECONOMY

What are people saying about COOL?

“Manufacturers need policies that help increase global competitiveness and create a level playing field, not construct new barriers to our exports. With the threat of retaliation looming, we **urge** Congress to move immediately to **eliminate** these WTO-inconsistent provisions.” *The National Association of Manufacturers*

“To avoid Canadian and Mexican retaliation that would hit U.S. farmers, workers, and companies hard, Congress must repeal the COOL rule for meat. Otherwise, retaliatory tariffs against U.S. agricultural products and manufactured goods **could cost tens of thousands of American jobs.**” *R. Bruce Josten, Executive Vice President of the Chamber of Commerce*

“Given the negative impact on the U.S. manufacturing and agriculture economies, we respectfully submit that it would be **intolerable** for the United States to maintain, even briefly, requirements that have been deemed non-compliant by the WTO rules that the U.S. was instrumental in writing. This is especially true because experience has shown that once such export sales are lost, it takes years to recover market share. **Retaliatory tariffs against the U.S. would leave exports punished, farm prices depressed, businesses hurt and jobs lost.**” *COOL Reform Coalition containing over 100 groups, which is comprised of a diverse group of associations and companies representing U.S. food, agriculture and manufacturing industries*

“Retaliation by Canada and Mexico would do hundreds of millions of dollars in damage to the U.S. wine industry virtually overnight and it would take years to reclaim this lost market share.” *Robert Koch, President and CEO of Wine Institute*

“COOL has been **without benefit** to the U.S. cattle industry and producers like myself. And now with retaliation imminent from our largest trading partners, it is time this legislation is repealed. There is **no other fix** that can be put in place to bring value to this program or satisfy our trading partners.” *Philip Ellis, President of the National Cattlemen’s Beef Association and Wyoming cattleman*

“The only way for the United States to avoid billions in retaliation by late summer is to ensure legislation repealing (COOL) passes the Senate and is signed by the president.” *Canadian Minister of Agriculture and Agri-Food Gerry Ritz*

“As Congress continues to debate whether to continue the historic U.S. commitment to free trade, let us note that the House last week committed a remarkable act of **trade sanity**. It voted 300-131 to **remove** the so-called country-of-origin-labels, or COOL, on meat sold in the United States.” *Wall Street Journal, June 15, 2015*

“While we had hoped the WTO would rule favorably on the regulatory changes made to COOL in recent years, it is now clear that is not the outcome – and it is time to bring this challenge to a final resolution.” *American Farm Bureau Federation*