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# Country-of-Origin Labelling

Presentation to Canadian Meat Council seminar  
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Canada 



# Purpose

- To provide an update on the United States' implementation of Country of Origin (COOL) mandatory labelling requirements
- To consider implications for Canada
- To discuss next steps



## Canada's objectives

- ❑ To preserve Canada's current level and ease of access to the U.S. market for Canadian exports of live cattle, hogs, meat and other covered commodities.
- ❑ To ensure that USDA adopts a COOL rule that is as flexible and simple as possible
- ❑ To consider Canada's options in the event implementation of COOL is detrimental to Canada's export interests

# Outline of Events

- USDA issued an Interim Final Rule on August 1, 2008
- 60 Day comment period ends September 30, 2008, which is also the date of implementation
- Interim Final Rule has the same legal weight as a final rule, except that an interim rule can be changed in the future.

# Outstanding Concerns

- ❑ Canada remains concerned about the following issues, which were not clarified in the Interim Final Rule:
  - The ability to combine “Label B” (mixed origin) and “Label C” (direct-to-slaughter) animals under a single label during a production run
  - The possibility of using “Label C” animals to finish a run of “Label A” animals
  - Documentation and record-keeping for imported animals
  - Possibility of segregation requirements at retail, with effects all down the supply chain

# Canadian Actions

- Continue to gather intelligence in Washington and provide allies in Canada and United States with information as obtained.
- Stay in close contact with regional/local industries for their analysis and advocacy; leverage province-state industry linkages to further disseminate Canadian message
- Comments submitted September 5, 2008 to the USDA, available at [www.meatcool.info](http://www.meatcool.info) , will be posted to our site as soon as translated.

## Next Steps

- Use comment submission to encourage adoption of specific Canadian asks in Washington
- Actively monitor volume of live animal trade, and average price of animals
- Closely monitor retailers and industry organizations for any difference in treatment of Canadian product, or industry guidance that may impair ease of access for Canadian product

# Initiating Trade Action

- ❑ The government's view remains that a strong case can be made only after implementation
  
- ❑ The government will actively monitor the implementation of the legislation for any adverse effects on trade in Canadian products:
  - Will be looking for provinces and industry to provide evidence of economic impacts directly attributable to the COOL regulations
  
- ❑ Should implementation of the legislation result in serious harm to Canadian industry, the government will consider all options, including a review of its NAFTA and WTO rights



# Canada

Version 2