

# Country of Origin Labeling Update

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## 2002 US Farm Bill

“a retailer of a covered commodity shall inform consumers...of the country of origin”

Sec.282(a)(1)

# Covered Commodities

- Beef, Lamb, Pork (muscle cuts)
- Fish and Shellfish (farm-raised and wild)
- Fruits and Vegetables (fresh and frozen)
- Peanuts

Sec. 281(2)

# Three Labeling Requirements

- US only origin
- Foreign only origin
- Mixed origin

# Verification

USDA “may require that any person that prepares, stores, handles, or distributes a covered commodity for retail sale maintain a verifiable recordkeeping audit trail”

Sec. 282(d)

# Politics – Who are the Players?

## Two Camps

- Producers and Consumers
  - [www.americansforlabeling.org](http://www.americansforlabeling.org)
- Processors and Retailers
  - [www.countryoforiginlabel.org](http://www.countryoforiginlabel.org)

# Progress or Lack Thereof

- October 2002- Voluntary Guidelines
- October 2003 – Draft Final Guidelines
- September 30, 2004 – Mandatory COOL Implemented

# The Debate

- Cost
- Consumer demand
- Record keeping and operating procedures

# Supporters' Viewpoint



- Food Safety
- Voluntary labeling means no labeling
- Support local producers
- Other countries have it

# Opponents' Viewpoint

- Reduced consumer choices
- Job loss
- Violation of international trade rules
- Consumer confusion

### SAFE HANDLING INSTRUCTIONS

*This product was prepared from inspected and passed meat and/or poultry. Some food products may contain bacteria that could cause illness if the product is mishandled or cooked improperly. For your protection, follow these safe handling instructions.*



Keep refrigerated or frozen.  
Thaw in refrigerator or microwave.



Keep raw meat and poultry separate from other foods. Wash working surfaces (including cutting boards), utensils, and hands after touching raw meat or poultry.



Cook thoroughly.



Keep hot foods hot. Refrigerate leftovers immediately or discard.

## FRESH GROUND BEEF

15% FAT

### Nutrition Facts

Serv. Size 4 oz. (112g)  
Servings varied  
Calories 240  
Fat Cal. 150

\*Percent Daily Values (DV) are based on a diet of 2,000 calories a day.

Amount / serving	% DV*	Amount / serving	% DV*
Total Fat 17g	26%	Total Carb. 0g	0%
Sat. Fat 7g	35%	Dietary Fiber 0g	0%
Cholest. 70mg	25%	Sugars 0g	
Sodium 65mg	3%	Protein 22g	
Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 10%			

### Country-of-Origin:

New Zealand Born, Raised and Slaughtered in the United States; and Born and Raised in Canada and Slaughtered in the United States.

### 85% LN GR BEEF PATTIES 15% FAT

COOK THOROUGHLY TO A TEMPERATURE OF 160 F. BEFORE YOU REMOVE THE BURGER FROM THE GRILL OR PAN. INSERT A QUICK RESPONSE MEAT THERMOMETER HALF WAY INTO THE THICKEST PART. BE SURE NOT TO GO TO OTHER SIDE. WHEN IT REACHES 160 F YOU WILL HAVE A GREAT TASTING BURGER.



SELL BY  
03/31/03

NET WT/CT  
0.99

UNIT PRICE  
\$3.69/lb.

YOU SAVE  
\$1.10

TOTAL PRICE  
\$3.65



TREATED WITH  
IRRADIATION

# State of Affairs Today

- Mandatory COOL is in place for fish and seafood as of Monday.
- Industry developing voluntary standards
- Moratorium to expire September, 2006

# What Does This Mean For Canadian Producers?

- Costs
- Exports
- State initiatives