

News Release

Canadian cattle producers see some improvement in COOL final rule

January 12, 2009

Calgary, AB - The United States Department of Agriculture issued the final rule for mandatory Country-of-Origin (COOL) labelling today. The CCA is hopeful that changes allowing greater flexibility in the COOL final rule reduce some market uncertainty. However the CCA remains opposed to the mandatory initiative, seeing it as a barrier to trade.

CCA President, Brad Wildeman, stated, "At first glance of the 260-page rule, we are pleased to see that it provides the same flexibility for use of a mixed origin label on beef (or pork) derived from animals imported direct-for-slaughter, as now exists for use with a mixed origin label on products derived from United States (U.S.) origin animals. This should provide U.S. buyers of Canadian cattle (and pigs) greater flexibility in managing their inventories."

Wildeman continued, "We hope this approach enables U.S. facilities to resume accepting Canadian cattle for immediate slaughter along with Canadian-born cattle fed in the U.S. We also hope that this flexibility eliminates, or at least reduces, price discounts by U.S. packers for Canadian cattle."

The CCA will continue to closely monitor the impact of Mandatory Country-of-Origin Labelling in the United States, on the Canadian beef cattle industry, and appreciates the strong position taken by the Government of Canada.

For more details on U.S. COOL, please visit the "COOL Updates" page on the CCA website at www.cattle.ca.