

Fighting for the U.S. Cattle Producer!



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December 11, 2015

Attention Donald Trump
C/O The Trump Organization
725 Fifth Avenue
New York, NY 10022

Dear Mr. Trump:

Please help make the United States rancher great again by defending our U.S. country-of-origin labeling (COOL) law, which is targeted for repeal in the 2016 omnibus spending bill.

Our COOL law requires labels on meat that inform consumers where the animal was born, raised and slaughtered. Without such labels, consumers cannot distinguish a USA-produced steak from steaks produced in Canada, Mexico, South America or elsewhere. United States ranchers cannot compete in our own market when retail meats are undifferentiated.

Our labeling law is in peril because big meatpackers helped Canada and Mexico marshal complaints at the World Trade Organization (WTO). At their urgings, the WTO denounced our U.S. COOL law. It ruled that labeling imported meat was discriminatory because it caused the segregation of imported animals from domestic animals.

The U.S. House did not await the final WTO action before voting in June to repeal COOL for beef, pork and chicken. Soon after, U.S. cattle prices began falling, causing U.S. ranchers to lose upwards of \$500 for each animal sold. This month, the WTO authorized Canada and Mexico to impose more than \$1 billion annually in retaliatory tariffs on a variety of U.S. exports until and unless the U.S. repeals or weakens COOL. Right now, the U.S. Senate is clamoring to repeal COOL or weaken it by converting it to an ineffective voluntary program.

Nobody in the Administration or Congress is standing up to defend COOL for U.S. ranchers. Nor is anyone defending COOL for U.S. consumers, even though *Consumer Reports* polls show that 90 percent of U.S. consumers want COOL on meat.

As a presidential frontrunner, please tell America that we need COOL to make America great again. Please also explain why America should not capitulate to the WTO on such an important sovereign matter as informing U.S. citizens about the origins of their food.

Sincerely,

A handwritten signature in black ink that reads "Bill Bullard". The signature is stylized and cursive.

Bill Bullard, CEO