



Act Now!

Send Your Message

- ◆ Tear-off this page.
- ◆ Fill-out your message to the President.
- ◆ Fold mailer in half, envelope side out and secure with tape.
- ◆ Put your return address, stamp and mail.

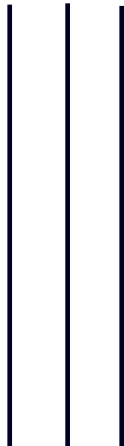
Contribute

- ◆ To Contribute:
- ◆ Mail form on the back to:
R-CALF USA/COOL Fund
PO Box 30715
Billings, MT 59107;
- ◆ By phone: 406-252-2516;
- ◆ Or online at:
www.LabelOurBeef.com

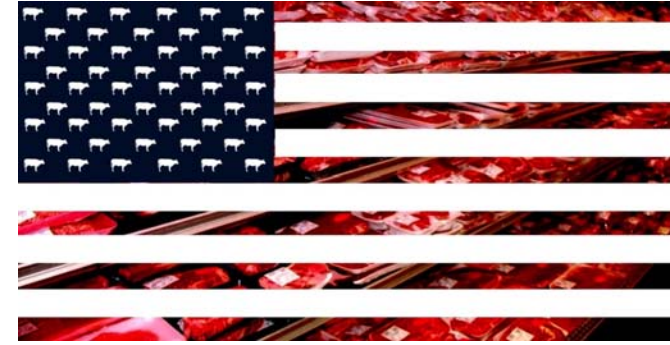
Thank You!

PLACE
FIRST CLASS
POSTAGE
STAMP
HERE

President Donald J. Trump
1600 Pennsylvania Ave NW
Washington, D.C. 20500



BRING BACK
Country of Origin Labeling



Label Our Beef

MORE THAN
\$13.6
BILLION
Annual Economic Loss
IN U.S. Agriculture
Since COOL was repealed

At least 90% of
Consumers want
to know where
their meat
comes
from

PORK BUTT COUNTRY STYLE RIBS

AS SHOWN	10-24 AM	10-24 AM
2.45 lb	\$4.79/lb	\$11.78

SAFE HANDLING INSTRUCTIONS

PRODUCT OF ???

We the People

Message to the President of the United States of America

Dear President Donald J. Trump:

I am a U.S. _____ from _____ and a supporter of
(cattle producer/consumer) (your state)
R-CALF USA. Please reinstate country of origin labeling (COOL) for beef and impose tariffs on
cattle and beef from overproducing countries. I support your steel tariffs and NAFTA
renegotiations.

Sincerely,

(Signature)

(Print Name)



Mr. President in April 2017 you issued your Buy American Hire American Executive Order to help stimulate America's Economy. Americans cannot choose to buy American beef unless country of origin labeling (COOL) is restored. Please issue an executive order to bring back Country of Origin Labeling (COOL) for beef.

- ◆ Every American has the right to know where their food comes from.
- ◆ The United States produces the best beef in the world; and U.S. cattle producers deserve their beef to be trademarked as "Product of USA".

www.LabelOurBeef.com

Join the Fight Today. Contribute.

This is a 2-part campaign: part 1 is to send your message to the White House and part 2 is to help build our resources enough to not only fight for but to win back COOL for beef. Contribute online at www.LabelOurBeef.com or complete the following information and mail to:

R-CALF USA/COOL
PO Box 30715
Billings MT 59107

or call: 1-406-252-2516

YES, I want to make a contribution to Bring Back COOL (Country of Origin Labeling) for beef!

Contribution Amount (choose one):
 \$50 \$100 \$200 \$500 \$1,000
 \$5,000 or Other Amount: _____

R-CALF Member ID or Name on Membership:

New Supporters Please Complete Below:

Do you own cattle? Yes No
Name _____
Company _____
Mailing Address _____
City _____ State _____
Zip _____ County _____
Daytime Phone _____
Cell Phone _____
E-mail _____

Check enclosed or pay by credit card:
Card # _____
Security Code* _____ Expiration _____
Signature _____

*Security code is typically 3 digits and on the back.