

R-CALF USA Member Action Alert

To: R-CALF USA Members and Affiliates

From: Bill Bullard

Date: September 3, 2019

Subject: Calls Needed for COOL this Week!

Background: This week is the last week of the congressional recess. Your Senators and Representative will be back in Washington, D.C. on Sept. 9. The last thing we want your congressional delegation to hear before they return to Washington is:

Do not support the U.S.-Mexico-Canada Agreement (USMCA) unless Mandatory Country-of-Origin Labeling is fully restored for beef.

Congress is expected to take up the USMCA when it returns next week. Several Representatives have asked the President to include mandatory country-of-origin labeling (COOL) as a condition of their support.

The USMCA does not currently contain any changes in the trade for cattle and beef. In other words, it locks in the detrimental provisions contained in the 25-year-old NAFTA agreement that is causing our industry to shrink and our prices to be undercut with imports.

So, this week we must fuel the momentum already started for mandatory COOL.

The meatpacking lobby has convinced Congress that it cannot restore COOL because of the World Trade Organization (WTO). But that is false if COOL is included in the USMCA. That is because both Canada and Mexico would have to agree to COOL in the USMCA and their agreement would nullify the WTO ruling. That's why adding COOL to the USMCA is the best way to restore COOL for beef!

Action: For the rest of this week, please make the following telephone calls:

1. Call both your U.S. Senator's offices in your state office that is closest to you.
2. Call your U.S. Representative in his/her state office closest to you.
3. Call the Washington, D.C. office of both your Senators and your Representative and ask for their trade staffer. You can reach all of their Washington offices by calling: **202-224-3121** and asking for you Senators and Representative by name.

Here is the suggested message for all of your calls:

"Hello, my name is _____ and I am a cattle producer from _____. Our cattle prices are seriously depressed. Please do not support the U.S.-Mexico-Canada Agreement unless

mandatory country-of-origin labeling is fully restored for beef. We cannot compete against all the foreign beef and cattle the importers are bringing into our market unless consumers have a label telling them which beef is our USA beef and which beef is foreign beef. The USMCA should be voted down unless Mandatory COOL is fully restored.”

If you prefer a shorter message, it is this:

“Do not support the U.S.-Mexico-Canada Agreement unless mandatory country-of-origin labeling is fully restored for beef.”

Thank you and good luck with your calls. We’ll be in touch.