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February 25, 2021

The Honorable Tom Vilsack, Secretary
United States Department of Agriculture
1400 Independence Avenue, NW
Washington, DC 20250

Dear Secretary Vilsack:

Congratulations on being sworn in as the United States 32nd Secretary of Agriculture. There is much to be done as conditions in the U.S. cattle industry have deteriorated substantively during the past several years.

In a recent paper submitted by invitation to Yale Law School I chronicled the worsening condition of the U.S. cattle industry since 2013 and will share that paper with you later. Today, however, I wish to applaud and support your interest in revisiting mandatory country of origin labeling (m-COOL) for beef in a manner that avoids the World Trade Organization's (WTO's) previous ruling regarding the administration of the old COOL law.

To that end, please see attached a proposed draft m-COOL bill that we have shared with several congressional offices, along with a concise summary that explains why the proposal should alleviate, if not completely overcome the WTO's criticisms against the old law.

Importantly, as did the old law, the proposal would fully address the current problem associated with the mislabeling of foreign beef products with a "Product of U.S.A." label.

Reinstating a functioning mandatory COOL law is vital to U.S. cattle producers who are presently without the means to build demand for their U.S. cattle and to U.S. consumers who desire to know from what country(s) their beef originates.

We hope you can support this or a similar proposal. Please let me know how our thousands of independent cattle-producing members can help.

Sincerely,

A handwritten signature in black ink that reads 'Bill Bullard'.

Bill Bullard, CEO

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Enclosures