

## **Resolution to Support Mandatory COOL for Beef (S.2716)**

**WHEREAS:** Mandatory Country of Origin Labeling (MCOOL) for beef enables United States cattle producers to compete in the retail grocery market by empowering consumers to choose to purchase their superior born, raised, and harvested in the USA beef product, or to choose a foreign beef product imported from any one of the approximately 20 countries from which the U.S. imports beef and/or cattle; and

**WHEREAS:** When U.S. consumers choose to purchase an exclusively U.S. beef product, the demand for cattle exclusively born and raised in the United States increases; and

**WHEREAS:** Without MCOOL, multinational beef packers and other importers can manage the demand for cattle exclusively born and raised in the United States by offering consumers substitute beef products sourced from foreign sources without the consumer's knowledge; and

**WHEREAS:** Such is the case in today's beef market as the U.S. Department of Agriculture estimated in 2012 that 18% of the available beef in the U.S. market is sourced either as an imported beef product or from imported cattle converted to beef in a U.S. packing plant.

**NOW THEREFORE BE IT RESOLVED:** The XXXXXXXXXX strongly supports the American Beef Labeling Act of 2021 (S.2716), and encourages all U.S. Senators and Representatives to cosponsor and quickly pass this measure so U.S. consumers can begin choosing from where they want their beef produced and so U.S. cattle producers can effectively compete in the domestic market with lower-cost and undifferentiated imported beef products that currently function as direct substitutes for beef exclusively sourced from cattle born and raised in the United States.