



Peel Away the Rhetorical Wrapping Paper and the Truth Behind Mandatory Country-Of-Origin Labeling for Meat Products Becomes Clear.

Imported meat products in the U.S. bear labels like "Product of New Zealand," commonly seen on lamb, or "Product of Denmark," often found on canned hams.

Yet protectionist groups seeking to limit competition from imported livestock and meat products support language in the 2002 Farm Bill that mandates expensive, additional labeling detailing where an animal from which meat is derived was born, raised and slaughtered.

They claim consumers want this—something we find hard to swallow. Our businesses are built on understanding and meeting consumer demand, and there is no evidence that consumers are seeking this additional information – or that they are willing to pay the extra costs associated with it. And the costs

are huge – \$2.4 billion for the first year implementation alone.

The protectionists' true motives are to make compliance with this law so difficult that U.S. meat producers will source livestock and meat products in the U.S. exclusively. But their short-sighted approach to limiting competition is sure to invite well-justified trade complaints under the World Trade Organization and the North American Free Trade Agreement.

COOL also will make red meat less competitive with poultry products that are exempt from the law and with foreign products that we compete with in the export arena.

The best labels for this law are "costly" and "shortsighted."

Don't Be Fooled. Unwrap the Package.
Visit www.countryoforiginlabel.org.

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