

Fighting for the U.S. Cattle Producer!



R-CALF

USA

Presentation to the

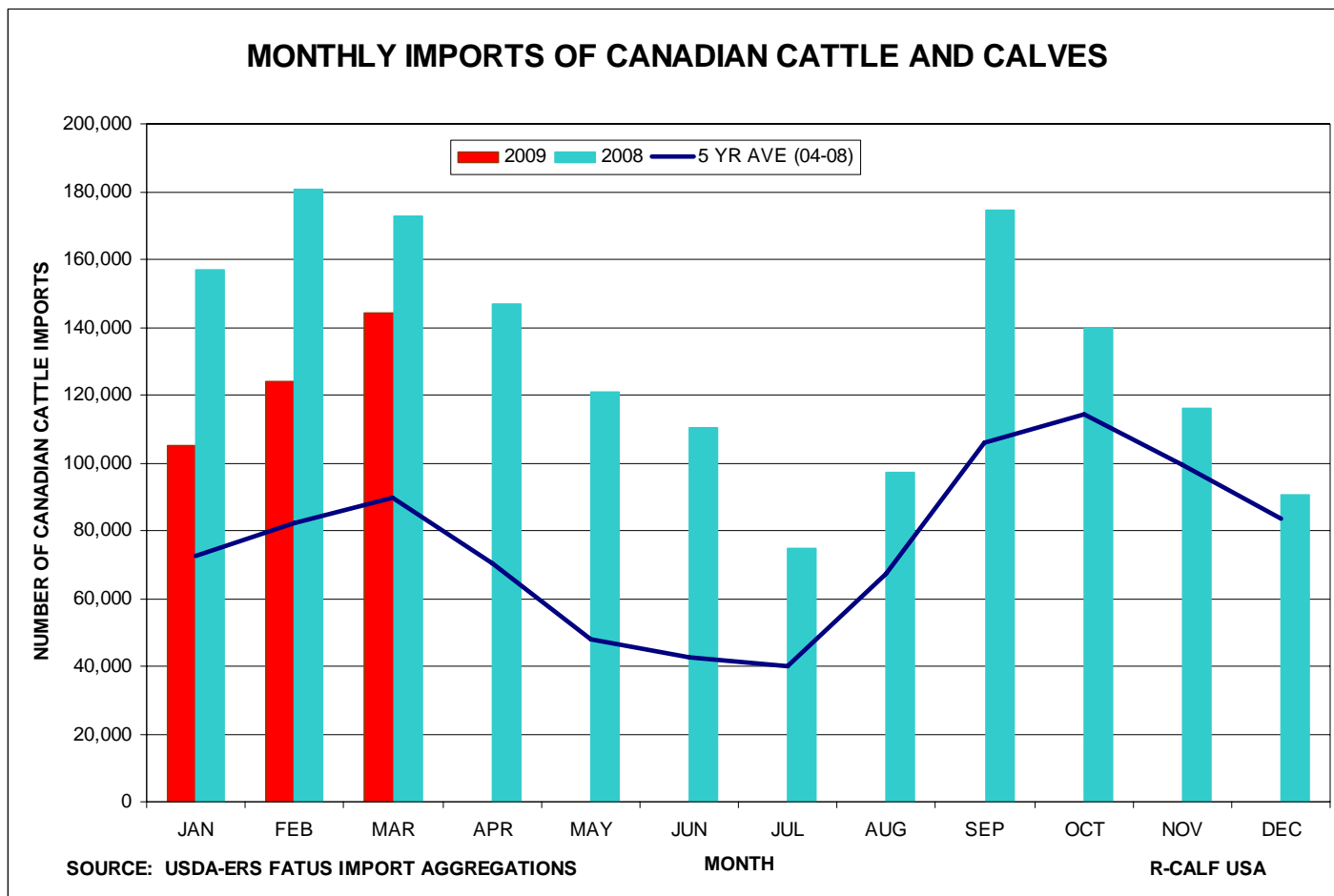
Office of the United States Trade Representative

***World Trade Organization Challenge by Canada and
Mexico Against U.S. Country-of-Origin Labeling***

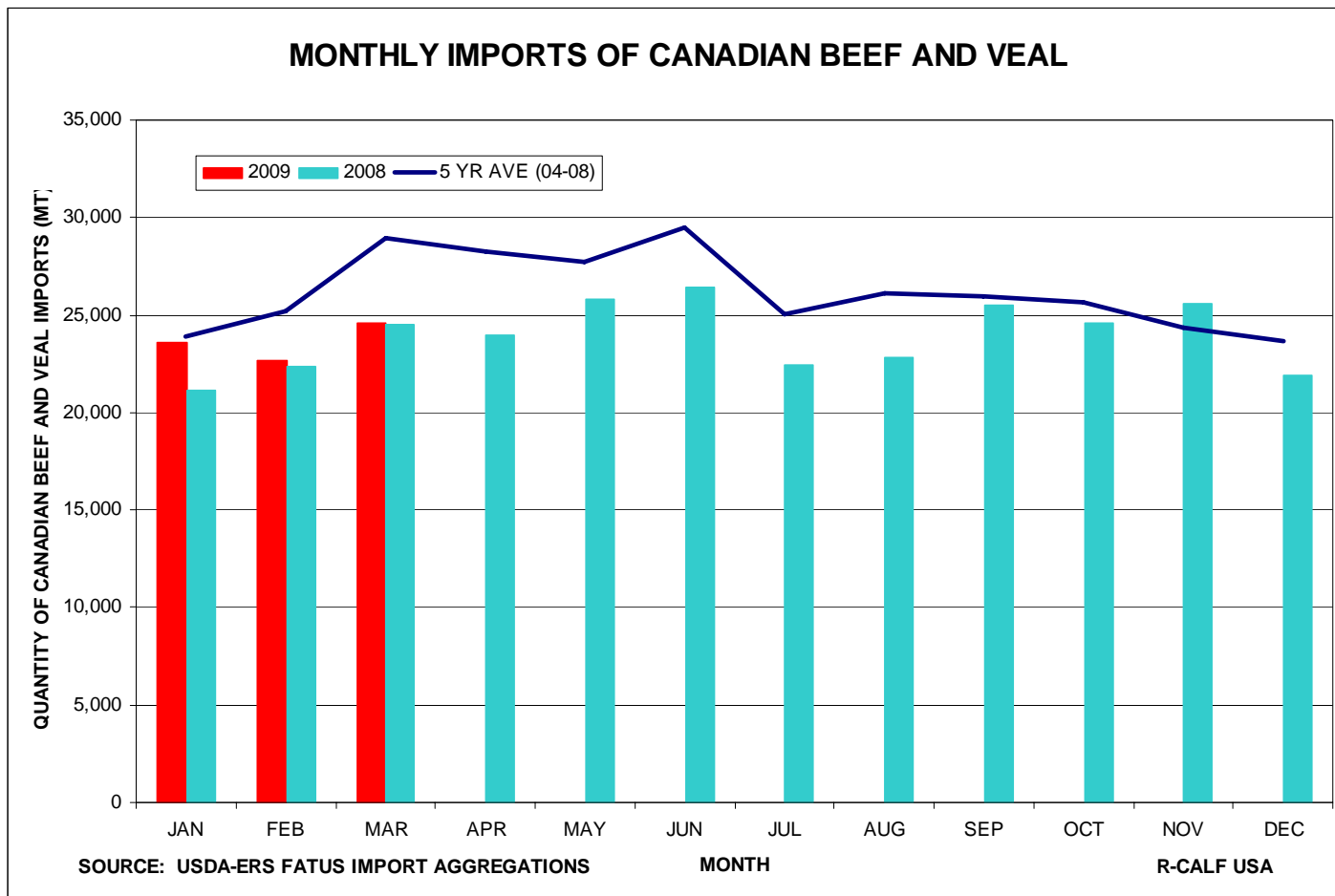
June 1, 2009

Canada's Claim that the COOL Measures Implemented on September 30, 2008, Somehow Nullify or Impair Canada's Ability to Export Products Such as Cattle and Beef to the United States is Unsupported by USDA Data

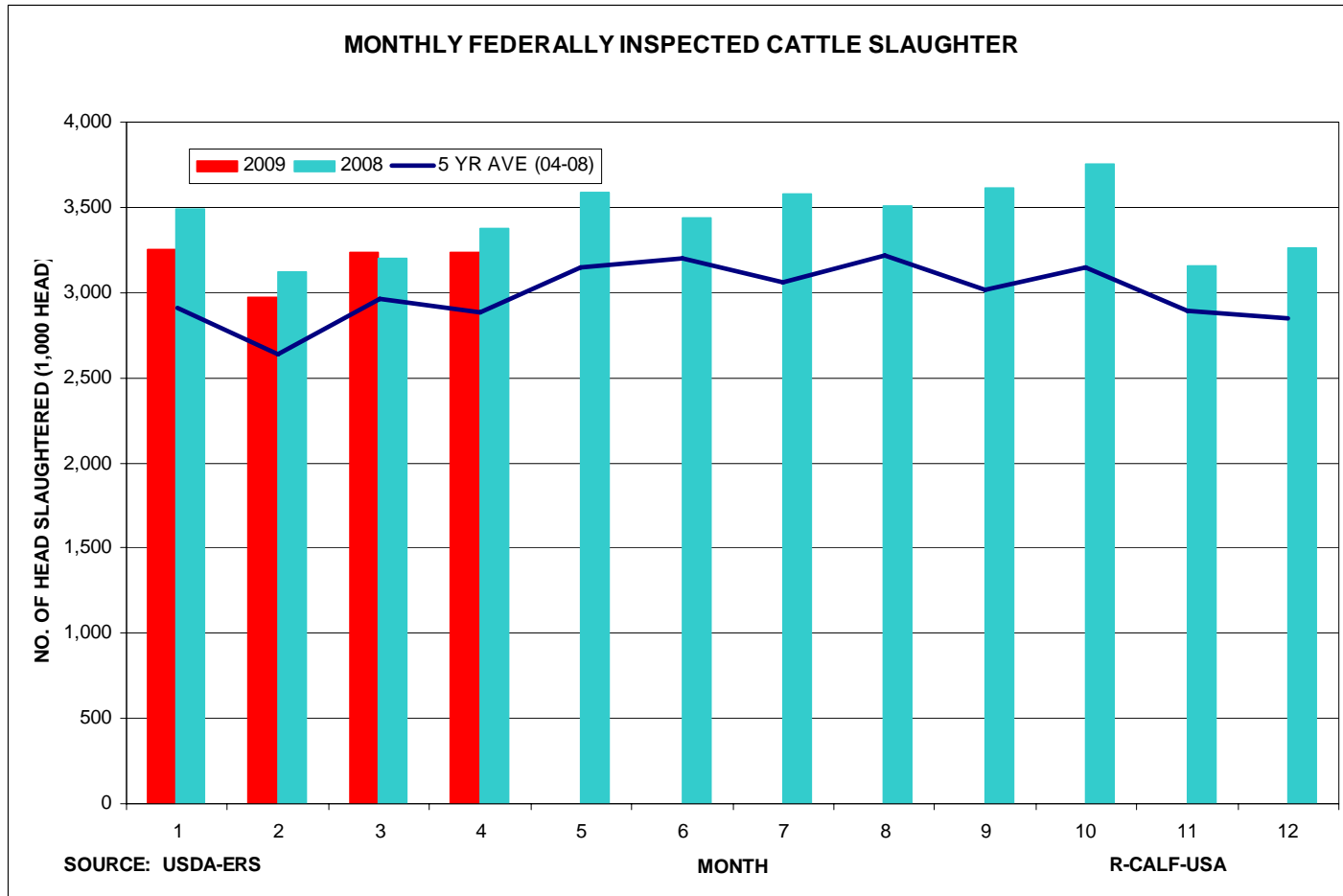
Canadian Cattle Imports in 08 and 09 Follow and Exceed Historical 5-Year Average Monthly Import Patterns



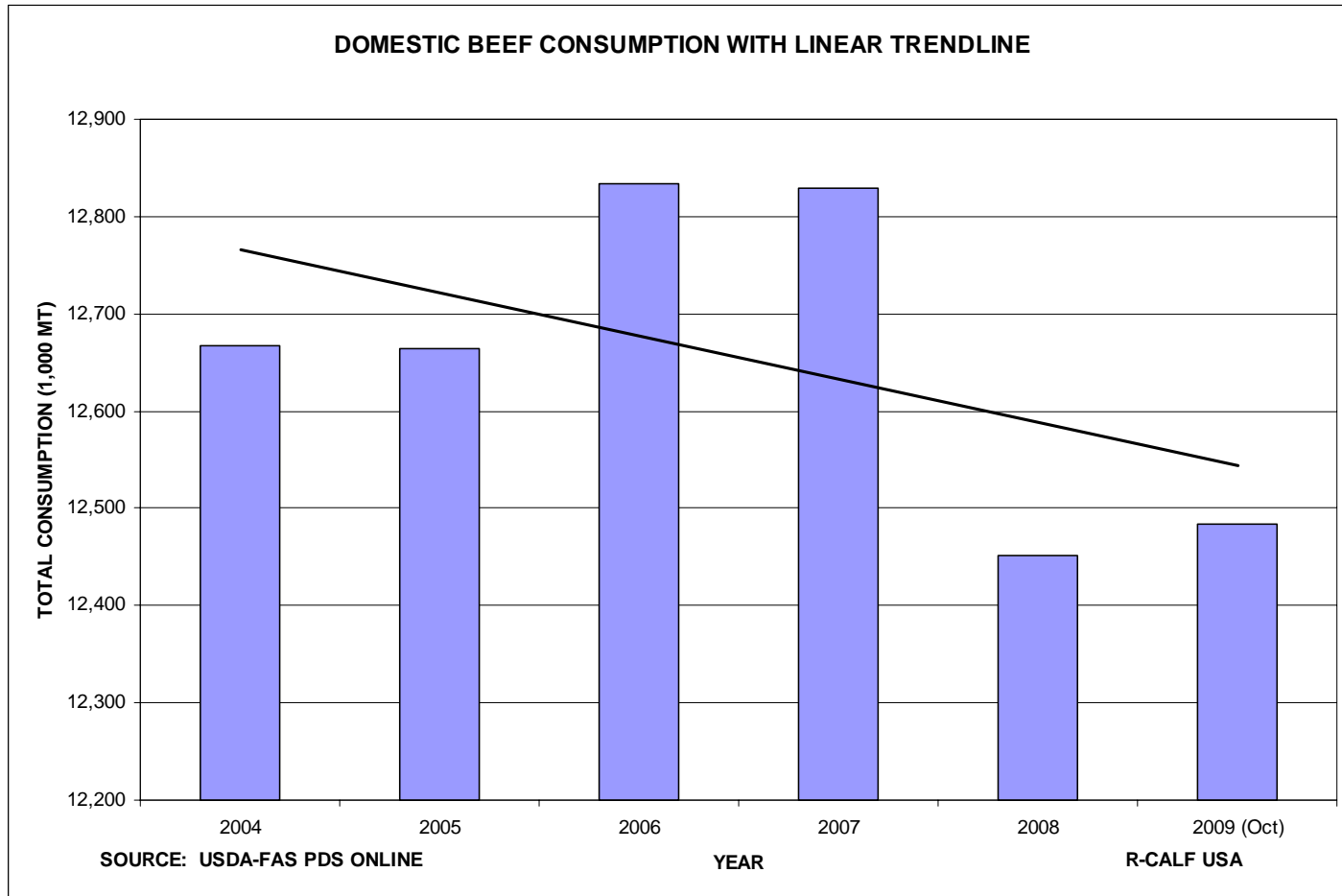
Monthly Canadian Beef Imports in 08 and 09 were Lower than the 5-Year Historical Average But Show No COOL Impact



Instead, 08 and 09 U.S. Cattle Slaughter was Above 5-Year Average, Producing More Domestic Beef Supplies

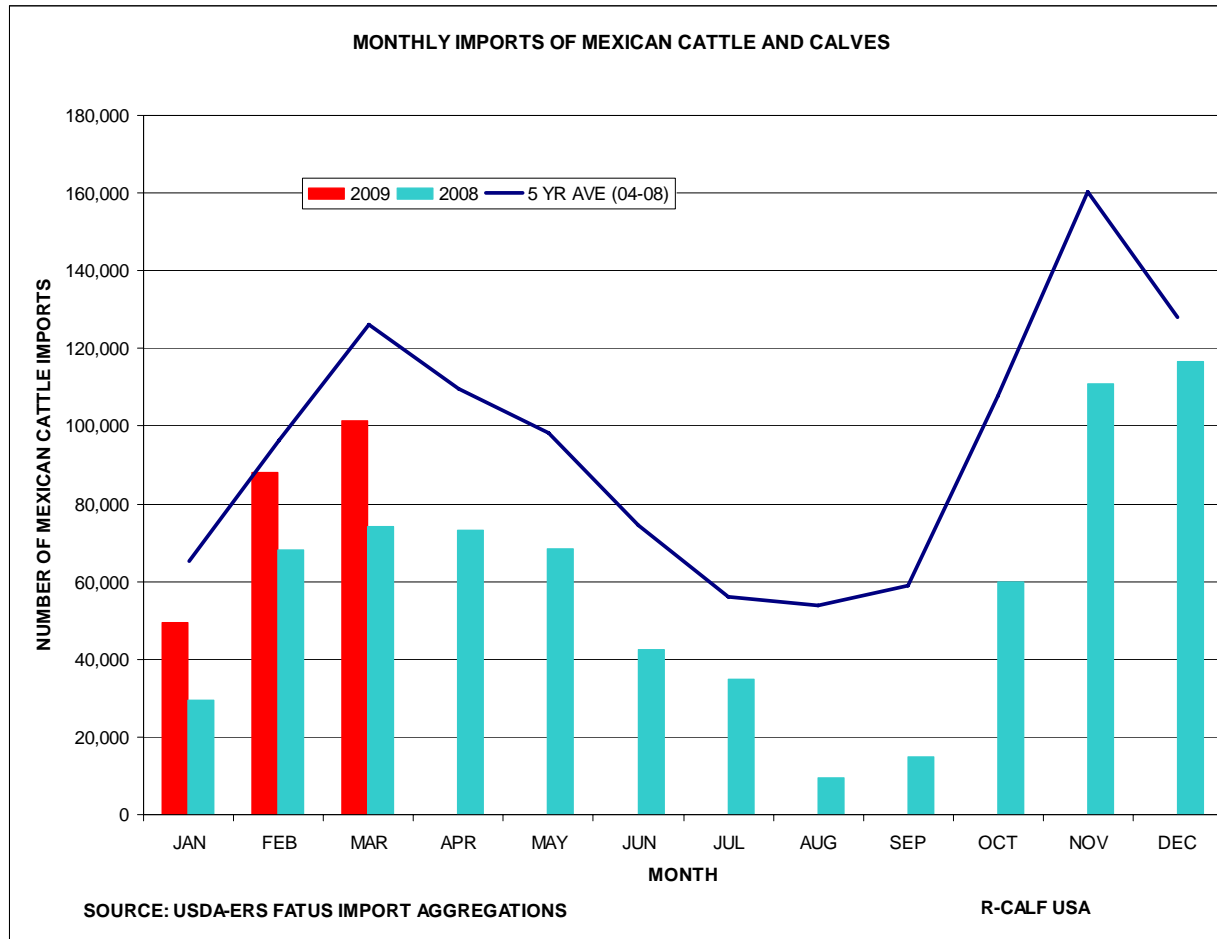


But, Domestic Consumption Fell Dramatically in 08 and 09, Reducing Overall Demand for Beef

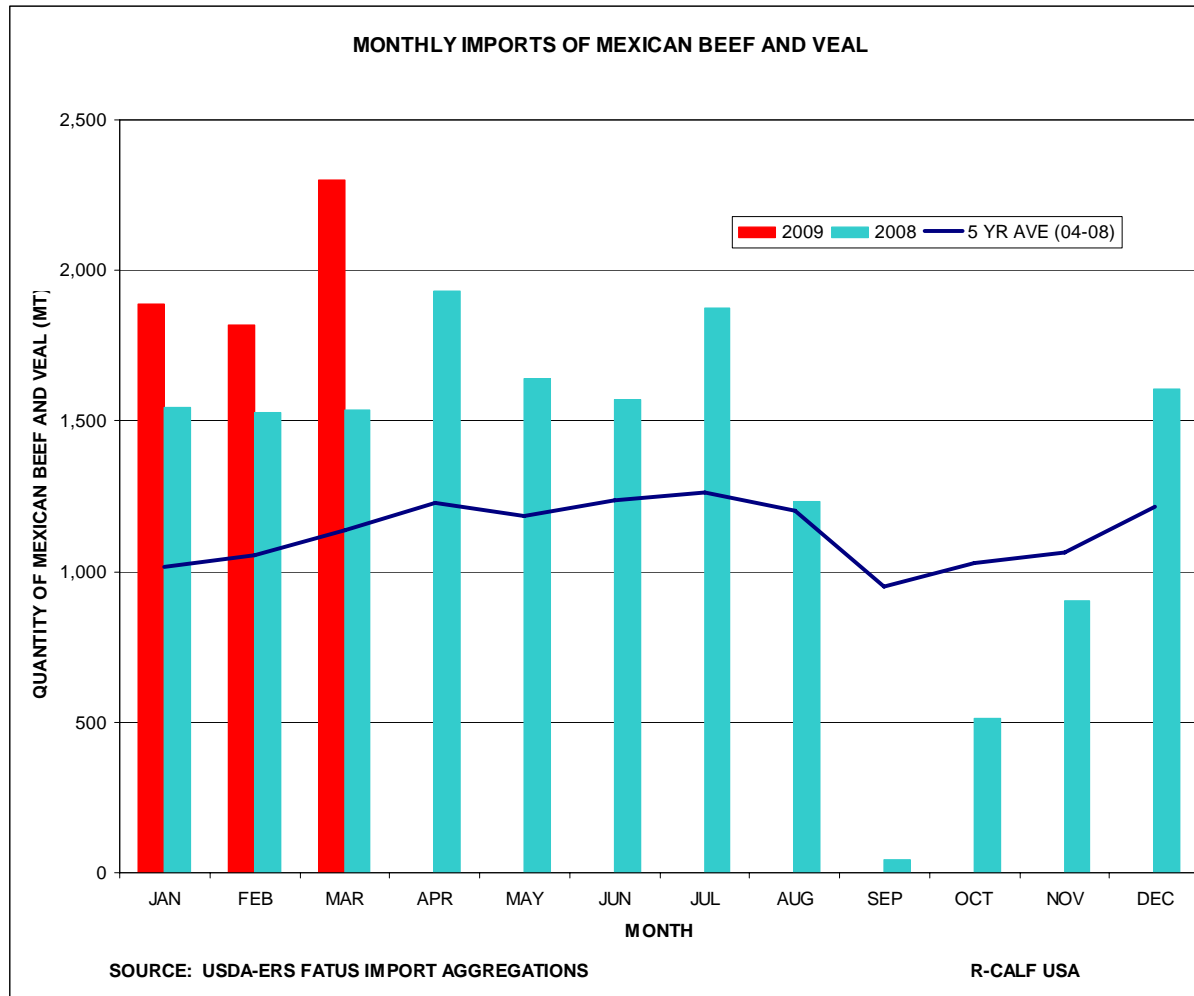


Mexico's Claim that the COOL Measures Implemented on September 30, 2008, Somehow Nullify or Impair Mexico's Ability to Export Products Such as Cattle and Beef to the United States is Equally Unsupported by USDA Data

Mexican Cattle Imports in 08 and 09 Were Below the Historical 5-Year Average But Increased After COOL Implementation

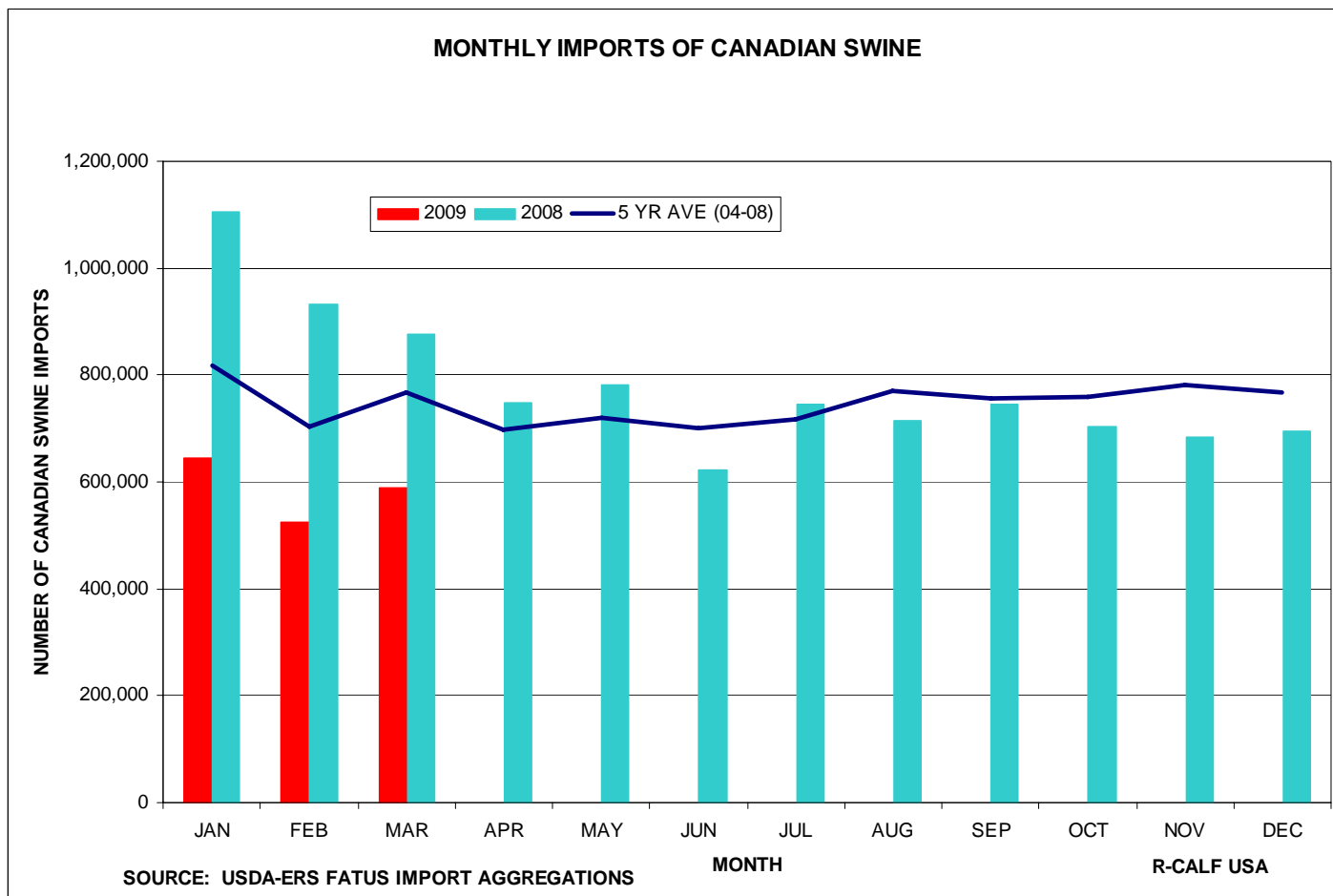


Mexican Beef Imports Fell Prior to COOL Implementation But Increased Sharply Since, Exceeding Historical 5-Year Average

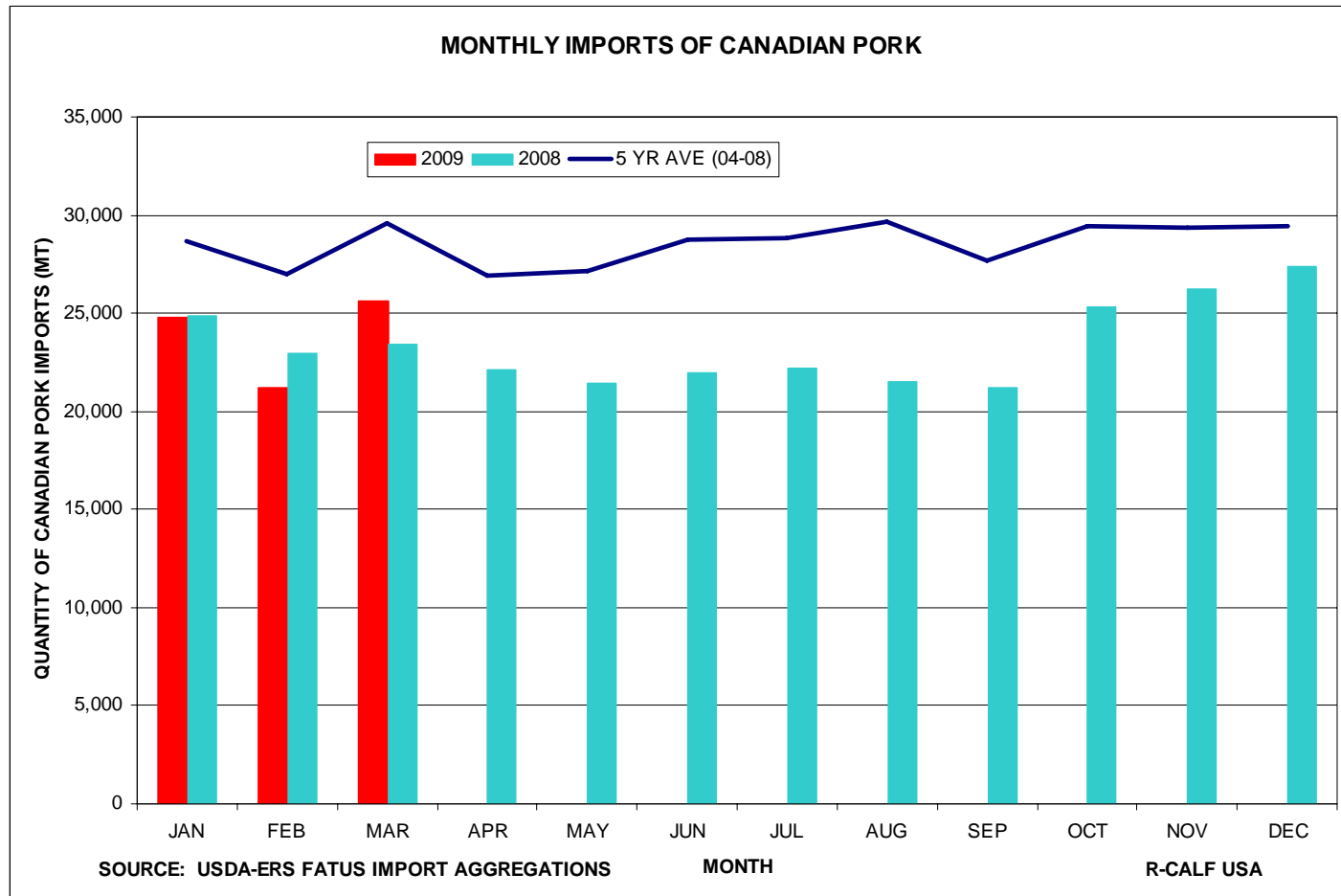


Canada's Claim that the COOL Measures Implemented on September 30, 2008, Somehow Nullify or Impair Canada's Ability to Export Products Such as Swine and Pork to the United States Also is Unsupported by USDA Data

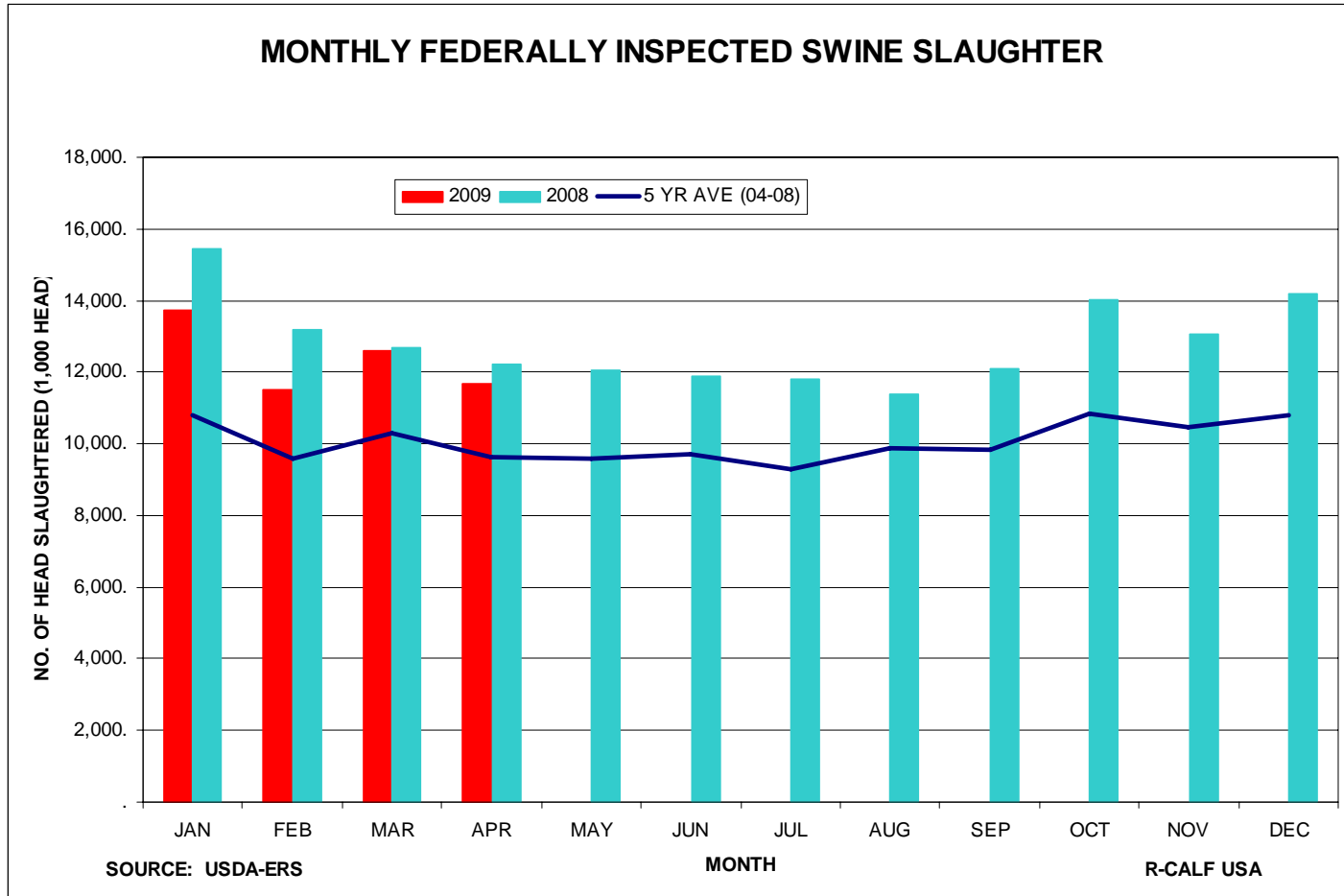
Record Canadian Swine Imports were Already Declining Before Completion of 08 Farm Bill and Before COOL Implementation



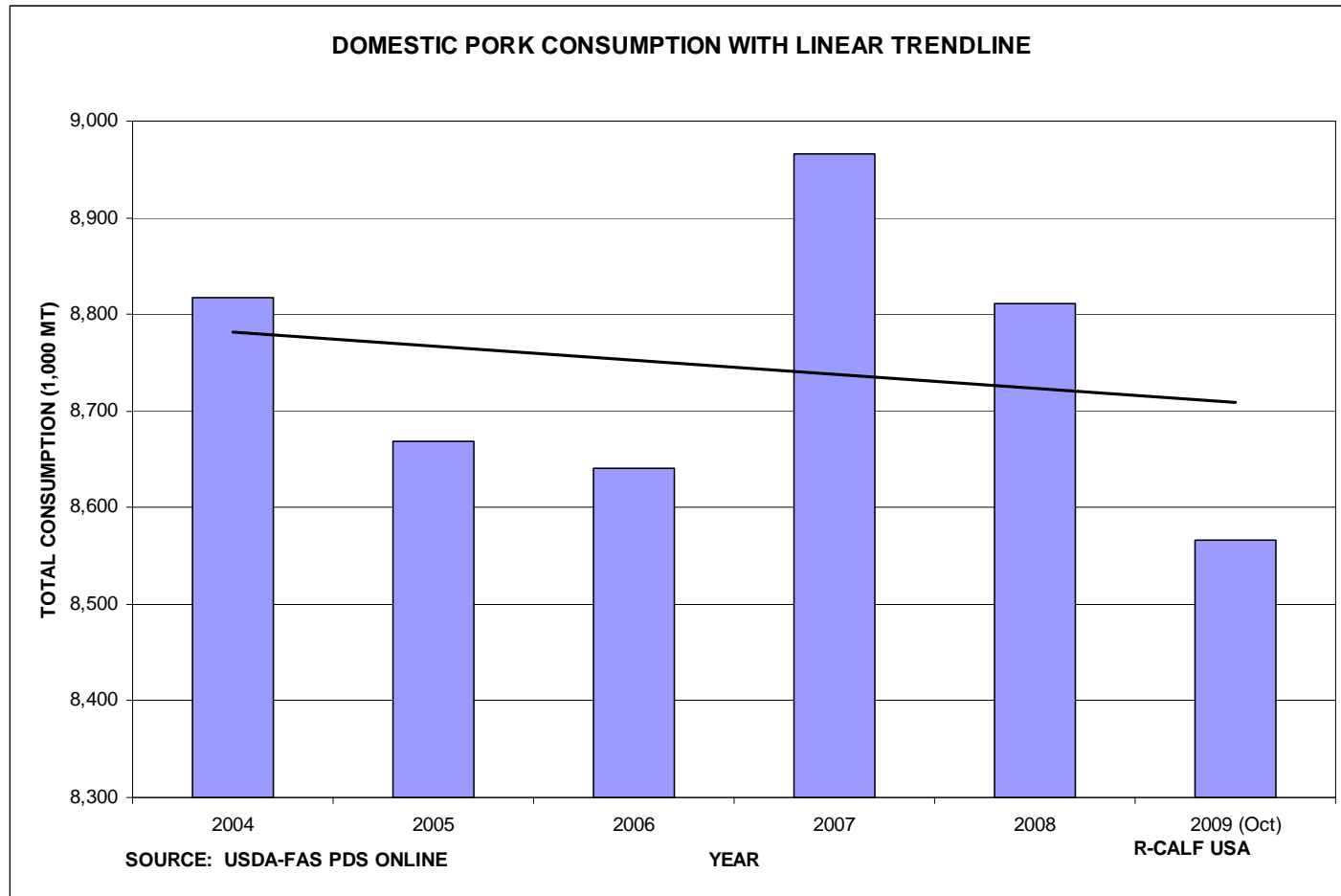
Canadian Pork Imports were Declining Before Completion of the 08 Farm Bill and Increased After COOL Implementation



U.S. Swine Slaughter in 08 and 09 was Well Above Historical 5-Year Average, Producing More Domestic Pork Supplies



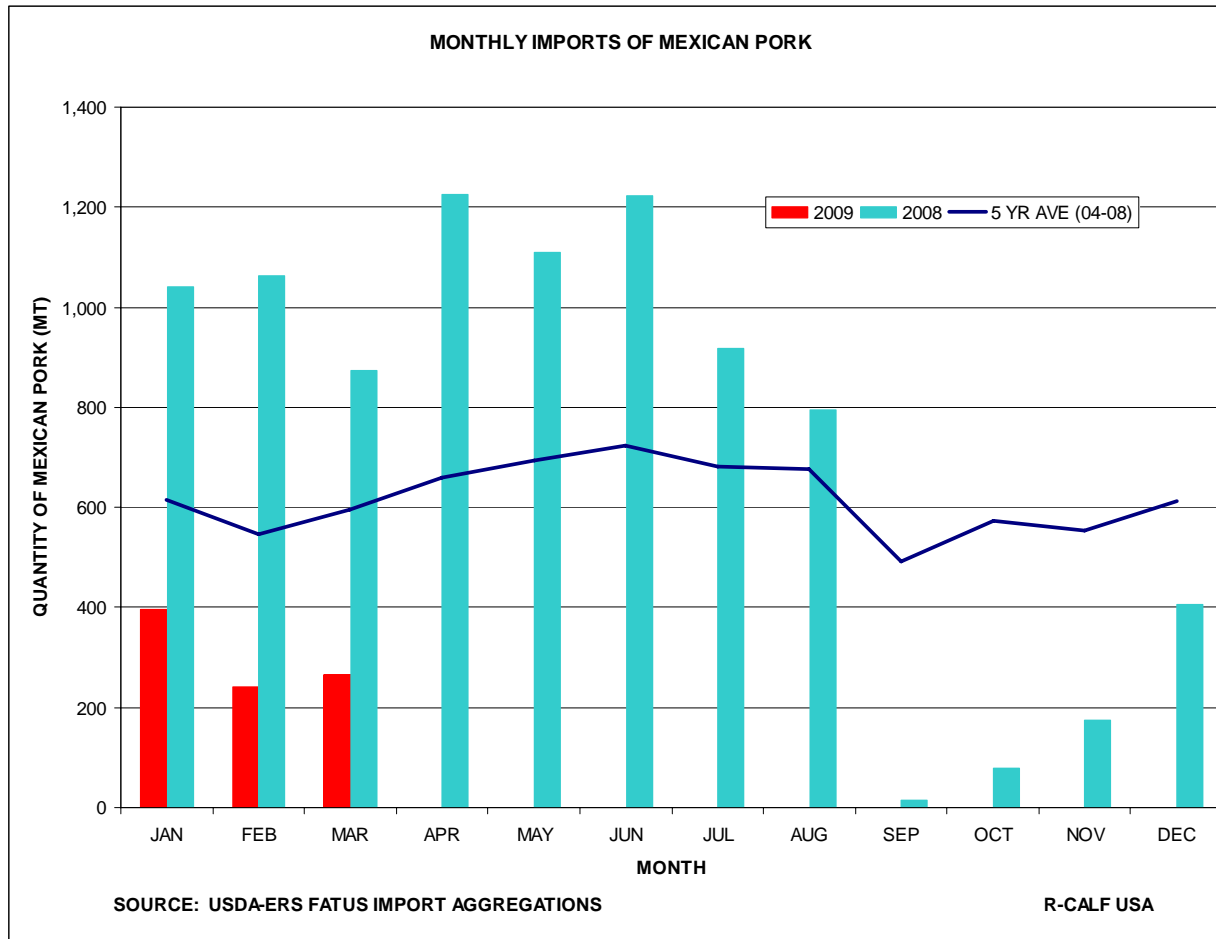
But, Domestic Pork Consumption Fell Dramatically in 08 and 09, Reducing Overall Demand for Pork



Mexico's Claim that the COOL Measures Implemented on September 30, 2008, Somehow Nullify or Impair Mexico's Ability to Export Products Such as Swine and Pork to the United States Also is Unsupported by USDA Data

According to Foreign Agricultural
Trade of the United States
(FATUS) Import Aggregations,
Swine Have Not Been Imported
Into The United States From
Mexico Since at Least 1980

Mexican Pork Imports Increased After Completion of the 08 Farm Bill, Fell Prior to COOL Implementation, and Since Resumed Under the Pattern of the Historical 5-Year Average



The World Trade Organization
Complaint Filed Against United
States' COOL Measures by
Canada and Mexico is Baseless
and Unsupported by USDA Trade
and Industry Data.

Any Reductions in Export Sales to the United States of Cattle, Beef, Swine, or Pork Experienced by Either Canada or Mexico are Directly Attributable to Reduced Demand for Their Beef and Pork Products in the United States' Market

On Behalf of the Thousands of U.S. Farmers and Ranchers Who Raise Cattle in the United States and Who are Members of R-CALF USA, We Urge the Office of the United States Trade Representative to Aggressively and Rigorously Defend the United States' Country-of-Origin Labeling Laws and Regulations Against Any and All Attacks by Canada, Mexico, or Any Other Foreign Country

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