



COOL: The "Buy American" Catalyst

The President, Republicans and Democrats want Americans to Buy American First

BUYING US BEEF IS EASY



More than 80% of beef consumed in the US is still being produced by cattle that are born, raised and harvested here in the U.S.



Because its supply chain - the U.S. cattle industry - remains largely domestic. Importantly, the U.S. cattle industry is the largest segment of American agriculture

US AGRICULTURE IS IN EVEN BETTER POSITION

than more offshored industries such as :



Textiles



Shoes

- to immediately begin putting America first
- allowing U.S. consumers to buy American
- creating more jobs and growth in rural America

US SOVEREIGNTY INFRINGED

NAFTA PARTNERS "UPSET"

The Governments of Mexico and Canada



DID NOT LIKE COOL



Canada and Mexico want to export their cattle, hogs, beef, and pork to the US without informational labeling. Even though Canada itself has mandatory COOL for meat products.

COOL STRUCKDOWN



An unelected tribunal ruled against USA-COOL even though the WTO agreement approved by Congress contains no language prohibiting labeling

Elected congressional representatives previously passed COOL requiring labels on food items including:



beef



pork



lamb



chicken



venison



- Congress caved in to the WTO ruling and passed repeal legislation that exceeded the WTO findings.
- Passing a bill that repealed COOL for beef and pork
- Additionally repealing COOL for ground beef and ground pork even though the WTO found the labeling compliant
- Congress did this without waiting for the WTO dispute process to end



WHAT CONGRESS CAN DO:

BENEFITS OF COOL

- 01 Supports domestic, value-added supply chains.
- 02 US livestock producers can promote the quality of their product
- 03 Empowers consumers to buy food produced under the safety regime of their choosing.
- 04 Prevents consumer deception.
- 05 Enhances competition by providing synchronous information for buyers and sellers.
- 06 Helps to confine a disease outbreak to only the country affected by an outbreak.
- 07 Helps prevent industry consolidation

ACTION:

Congress should reinstate COOL and vigorously defend our sovereignty and consumer choice against international interference.

COOL enables consumer choice to Buy American in the grocery store. It will help jumpstart America's ailing rural economy.



IDENTIFY LOOPHOLES

Congress should close the discriminatory loopholes the WTO identified in the original COOL law.

For example, the WTO found that while the COOL law required importers to track the origins of 100 percent of the livestock imported into the U.S., the exemptions in the COOL law were so broad as to exempt 67% of the beef and 84% of the pork sold in the U.S. market. Eliminating this loophole would redress one of the WTO's main complaints.



Ensuring that Americans are informed as to the origins of the meat they buy for themselves and their families is good government as it empowers Americans to exercise choice in the marketplace, which is the quintessential element of our free market system.