

Kansas Cattlemen Support New COOL Rule

After several years of working to implement a workable and informational country of origin labeling (COOL) program, the USDA released its latest COOL rule. This rule is the result of the WTO ruling that found that the U.S. were less favorable to foreign cattle but still had the right to a COOL law. Under this new rule, meat will be labeled for each step of the process, born, raised and processed.

"Kansas Cattlemen's Association supports this new rule. Since 1998, we have been committed to COOL, and in recent years, we have been communicating with USDA and working to provide improvements to COOL. This rule will allow consumers to have more information about where their food comes from. This gives them the opportunity to make an educated decision as to what they choose to purchase. This also permits U.S.A products to be identified, which in turn allows U.S. producers to showcase their products. At the same time, the rule doesn't provide for less favorable treatment of foreign cattle. KCA is encouraged by this and looks forward to seeing country of origin labeling in a more pronounced manner on fresh meat items. KCA proudly promotes USA beef and stands in support of the cattlemen who raise such a wholesome product," stated KCA Executive Director, Brandy Carter.

USDA is accepting comments through April 11, 2013. Kansas Cattlemen's Association encourages all producers and consumers to provide comments through the federal register.