



TO THE MEMBERS OF THE UNITED STATES CONGRESS:

The undersigned stakeholders are gravely concerned about the negative impact that the existing U.S. Mandatory Country of Origin Labeling (COOL) requirements for muscle cuts of meat may have on the U.S. economy. On October 20, 2014, a World Trade Organization (WTO) Compliance Panel released a report determining that the requirements violated obligations the United States has undertaken as a member of the WTO with regard to our two largest export markets, Canada and Mexico. If the Compliance Panel's original findings are found to be valid, both Canada and Mexico could subject an array of U.S. exports to retaliatory tariffs as soon as second quarter, 2015.

While Congress has acknowledged the on-going problem and addressed the need for finding a solution in the [FY 2015 funding package](#) passed in December, there is still an immediate need for corrective action by Congress. Otherwise, serious damage to U.S. exports should be expected to begin upon a WTO final determination of U.S. non-compliance.

Canada has already issued a preliminary retaliation list targeting a broad spectrum of commodities and manufactured products that would affect every state in the country. Mexico has not yet announced a preliminary retaliation list, but has implemented retaliatory tariffs in the past which may be indicative of future tariff actions. If tariff retaliation is authorized, U.S. industries would suffer billions in lost sales and take years to recover lost export markets after the tariffs are lifted. We invite you to review the state-by-state retaliatory analysis available at [www.COOLReform.com](http://www.COOLReform.com).

Given the negative impact on the U.S. manufacturing and agriculture economies, we respectfully submit that it would be intolerable for the United States to maintain, even briefly, requirements that have been deemed non-compliant by the WTO. Accordingly, we request that Congress immediately act to assure U.S. compliance with international trade obligations. Prompt enactment of such a contingency plan is an essential defense of American export markets and jobs.

Thank you for your attention to this very important matter and for protecting American food production, agriculture and manufacturing from economic harm.

Sincerely,

Abbott  
Agri Beef Co.  
Altrius Group, LLC  
American Bakers Association  
American Beverage Association  
American Chamber of Commerce of Mexico, A.C.  
American Feed Industry Association  
American Frozen Food Institute  
American Fruit and Vegetable Processors and Growers Coalition  
American Peanut Product Manufacturers, Inc.  
American Seed Trade Association  
American Soybean Association  
Anheuser-Busch  
Animal Health Institute  
Appvion  
Archer Daniels Midland Company  
Auto Care Association  
Bel Brands USA  
California Chamber of Commerce  
California Cherry Export Association  
California Pear Growers Association  
California Table Grape Commission  
Campbell Soup Company  
Cargill, Incorporated  
The Coca-Cola Company  
ConAgra Foods, Inc.  
Consumer Electronics Association  
Corn Refiners Association  
Dart Container Corporation  
The Distilled Spirits Council of the U.S., Inc.  
Dr Pepper Snapple Group  
Emergency Committee for American Trade (ECAT)  
Fashion Jewelry and Accessories Trade Association  
Food & Consumer Products of Canada  
Food Marketing Institute

General Mills  
Georgia Food Industry Association  
Glanbia USA  
Grocery Manufacturers Association  
Hawaii Food Industry Association  
Herbalife Ltd.  
The Hershey Company  
Hills & Company  
Hilmar Cheese Company Inc.  
H.J. Heinz Company  
Hormel Foods Corporation  
Independent Bakers Association  
Information Technology Industry Council (ITI)  
Ingredion Incorporated  
International Dairy Foods Association  
International Fragrance Association, North America  
International Franchise Association  
International Sleep Products Association  
JBS USA  
Kellogg Company  
Kraft Foods Group, Inc.  
The Latino Coalition  
Leprino Foods Company  
Louisiana Retailers Association  
Mars, Incorporated  
Metals Service Center Institute  
Midwest Food Processors Association  
Mondelez Global LLC  
National Association of Egg Farmers  
National Association of Manufacturers  
National Beef Packing Co., LLC  
National Cattlemen's Beef Association  
National Confectioners Association  
National Corn Growers Association  
National Council of Farmer Cooperatives  
National Foreign Trade Council  
National Grain and Feed Association  
National Grocers Association  
National Milk Producers Federation  
National Oilseed Processors Association  
National Pork Producers Council  
National Renderers Association  
National Retail Federation  
Nestlé USA

North American Equipment Dealers Association  
North American Export Grain Association  
Northwest Food Processors Association  
Northwest Horticultural Council  
NPES The Association for Suppliers of Printing, Publishing and Converting Technologies  
Peanut and Tree Nut Processors Association  
Penford Products Co.  
Pennsylvania Food Merchants Association  
PepsiCo  
Pernod Ricard USA  
Pet Food Institute  
Produce Marketing Association  
Red Gold, Inc.  
Remy International, Inc.  
Retail Association of Nevada  
Roquette America  
Sargento Foods Inc.  
The Schwan Food Company  
Seaboard Foods  
Smithfield Foods  
Snack Food Association  
Sweetener Users Association  
Tate & Lyle Americas  
Texas Retailers Association  
Transportation Intermediaries Association  
Tyson Foods, Inc.  
Unilever  
United Egg Producers  
United Producers, Inc.  
United States Council for International Business  
U.S. Chamber of Commerce  
U.S. Dairy Export Council  
U.S. Hide, Skin and Leather Association  
U.S. Premium Beef  
USA Rice Federation  
The Walter Bagehot Council  
WineAmerica  
Wine Institute