

## **AMI Updates COOL Web Site to Reflect Farm Bill Changes**

by **Ann Bagel Storck** on 7/31/2008

The American Meat Institute (AMI) announced it has unveiled an updated country-of-origin labeling (COOL) web site that reflects changes included in the recently passed 2008 Farm Bill. Mandatory COOL takes effect Sept. 30.

The site contains a “Frequently Asked Questions” section where meat and poultry companies and the public may submit questions about the law’s implementation. Questions submitted — and their accompanying answers — will be edited to protect the anonymity of the sender before they are posted to the site.

To submit a question, click [here](#).

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