

AMI Launches Updated Country-of-Origin Labeling Web Site

Updated Site Will Serve as Key Resource As Meat Industry Counts Down to Implementation

WASHINGTON, DC (April 30, 2008) — The American Meat Institute April 30 unveiled an updated version of its country-of-origin labeling (sometimes referred to as COOL or COL) Web site, www.countryoforiginlabel.org. Mandatory country-of-origin labeling is scheduled to go into effect on Sept. 30, 2008.

The new site contains a summary of information about the implementation of country-of-origin labeling as it exists under the law as enacted in 2002. The site also includes information relating to possible changes that may occur through passage of the 2008 Farm Bill. The Senate and House of Representatives have passed bills that, if enacted, would amend the 2002 law. Those two bills have not been reconciled, nor has a bill been presented to and signed by the President to change the 2002 law. Thus, the information contained on the site should be viewed as general guidance and not specific recommendations.

Sections on the site include information about who needs to label products, how to determine what meat products need a label, labeling categories, record-keeping requirements, information on international trade, and a “support desk” that links visitors to USDA and AMI experts who can help explain the details of the law.

“We hope this newly updated site will assist members of the meat industry in the very challenging country-of-origin labeling implementation process,” said AMI Senior Vice President of Regulatory Affairs and General Counsel Mark Dopp.

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