

Livestock Producers Unite on COOL Procedure

by **Tom Johnston** on 9/04/2008

A coalition of livestock industry organizations has developed a unified approach to complying with mandatory country-of-origin labeling law, which takes effect Sept. 30.

Seventy representatives of more than 30 industry groups recently converged in Kansas City at a meeting organized by the Livestock Marketing Association and agreed on universal language for the documents required to move livestock origin claims along the custody/ownership chain in order to ensure that the meat covered by COOL is accurately labeled at the retail level.

The coalition produced three country-of-origin affidavit/declaration statements. The statements and an “Industry Stakeholder Letter” are available at www.lmaweb.com. Click on the “COOL Materials 9/08” link in the upper right corner of the home page.

LMA said these statements are recommended to the livestock industry to establish and forward origin claims on livestock covered by COOL, including cattle (also veal), swine, sheep and goat

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