

NEWS RELEASE



**National Cattlemen's
Beef Association**

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NCBA Statement on USDA Issuing a Final Rule on Mandatory Country of Origin Labeling

WASHINGTON (May 23, 2013) – The following is a statement from [National Cattlemen's Beef Association](#) (NCBA) President Scott George, a Cody, Wyo. dairy and cattle producer, regarding today's announcement that the U.S. Department of Agriculture (USDA) issued a final rule regarding the Mandatory Country of Origin Labeling Rule (MCOOL).

“We are deeply disappointed with this short-sighted action by the USDA. Our largest trading partners have already said that these provisions will not bring the United States into compliance with our WTO obligations and will result in increased discrimination against imported products and in turn retaliatory tariffs or other authorized trade sanctions. As we said in comments submitted to USDA, ‘any retaliation against U.S. beef would be devastating for our producers.’ While trying to make an untenable mandate fit with our international trade obligations, USDA chose to set up U.S. cattle producers for financial losses. Moreover, this rule will place a greater record-keeping burden on producers, feeders and processors through the born, raised and harvested label.”

“As cattlemen and women, we do not oppose voluntary labeling as a marketing tool to distinguish product and add value. However, USDA is not the entity that we want marketing beef, and on its face, a label that says ‘harvested’ is unappealing to both consumers and cattle producers.”

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The National Cattlemen's Beef Association (NCBA) has represented America's cattle producers since 1898, preserving the heritage and strength of the industry through education and public policy. As the largest association of cattle producers, NCBA works to create new markets and increase demand for beef. Efforts are made possible through membership contributions. To join, contact NCBA at 1-866-BEEF-USA or membership@beef.org.