



June 9, 2015

TO THE MEMBERS OF THE UNITED STATES HOUSE OF REPRESENTATIVES:

As members of the COOL Reform Coalition, we write to express our strong support for H.R. 2393, the Country of Origin Labeling (COOL) Amendments Act of 2015. Thanks to bipartisan leadership in the House of Representatives, this legislation, introduced by House Agriculture Committee Chairman Mike Conaway (R-TX) and Rep. Jim Costa (D-CA), would effectively respond to last month's World Trade Organization (WTO) final ruling against the U.S. COOL requirements for muscle cuts of beef and pork.

On May 29, the WTO Dispute Settlement Body adopted the fourth and final report that confirms the U.S. COOL requirements for muscle cuts of beef and pork violate U.S. international trade obligations. Canada and Mexico are moving to institute retaliatory tariffs against U.S. exports as soon as possible. So, it is now critical that Congress enact corrective legislation before adjourning for August recess.

Likely targets of retaliatory tariffs are clear. Canada has 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 announced a preliminary retaliation list, but has implemented retaliatory tariffs in the past which may be indicative of future tariff opportunities. Reports indicate that the retaliatory tariffs could total over \$3.5 billion in the first year. 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 rules that the U.S. was instrumental in writing. This is especially true because experience has shown that once such export sales are lost, it takes years to recover market share. Retaliatory tariffs against the U.S. would leave exports punished, farm prices depressed, businesses hurt and jobs lost.

We respectfully urge you to vote in favor of H.R. 2393 when it comes to the House floor later this week.

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

Sincerely,

Abbott  
Agri Beef Co.  
Alabama Grocers Association  
American Bakers Association  
American Beverage Association  
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  
Amway  
Anheuser-Busch  
Animal Health Institute  
Appvion  
Archer Daniels Midland Company  
Baker Boy  
Bel Brands USA  
Biscuit & Cracker Manufacturers' Association  
Business + Institutional Furniture Manufacturers Association  
California Apple Commission  
Campbell Soup Company  
Cargill, Incorporated  
Carolinas Food Industry Council  
The Coca-Cola Company  
ConAgra Foods, Inc.  
Corn Refiners Association  
Dean Foods Company  
The Distilled Spirits Council of the U.S., Inc.  
Dr Pepper Snapple Group  
Emergency Committee for American Trade  
Food & Consumer Products of Canada  
Food Marketing Institute  
General Mills  
Glier's Meats Inc  
Georgia Food Industry Association  
Glanbia USA  
Global Cold Chain Alliance  
Grocery Manufacturers Association

Herbalife Ltd.  
The Hershey Company  
Hilmar Cheese Company Inc.  
Hormel Foods Corporation  
Ingredion Incorporated  
International Association of Refrigerated Warehouses  
International Dairy Foods Association  
International Fragrance Association, North America  
International Franchise Association  
International Sleep Products Association  
JBS USA  
Kellogg Company  
Kraft Foods Group, Inc.  
Leprino Foods Company  
Mars, Incorporated  
Michigan Grocers Association  
Midwest Food Processors Association  
Missouri Grocers Association  
Mondelez International  
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 (NFTC)  
National Grain and Feed Association  
National Grocers Association  
National Oilseed Processors Association  
National Pork Producers Council  
National Renderers Association  
National Retail Federation  
Nestlé USA  
North American Meat Institute  
Northwest Horticultural Council  
OFD Foods, Inc.  
Ohio Grocers Association  
Peanut and Tree Nut Processors Association  
Pennsylvania Food Merchants Association  
PepsiCo  
Pernod Ricard USA  
Pet Food Institute  
Red Gold, Inc.

Remy International, Inc.  
Rocky Mountain Food Industry Association  
Seaboard Corporation  
Smithfield Foods  
Snack Food Association  
Sweetener Users Association  
Tate & Lyle Americas  
Texas Retailers Association  
Tyson Foods, Inc.  
Unilever  
USA Rice Federation  
U.S. Apple Association  
U.S. Chamber of Commerce  
U.S. Hide, Skin and Leather Association  
U.S. Premium Beef  
United States Council for International Business  
Utah Food Industry Association  
Utah Retail Merchants Association  
Vermont Retail & Grocers Association  
Wal Mart Stores, Inc.  
Washington Food Industry Association  
Washington State Potato Commission  
WineAmerica  
Wine Institute  
Wisconsin Grocers Association