



Canadian Cattlemen's Association

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CCA pleased with creation of WTO panel to rule on mCOOL

November 23, 2009

Calgary, AB – The Canadian Cattlemen's Association (CCA) is pleased that the World Trade Organization (WTO) agreed to Canada's request for the creation of a Dispute Settlement Panel to rule on the United States' (U.S.) mandatory Country-of-Origin Labelling (mCOOL) law.

The WTO process will take a long time, but the CCA believes there is no other option. CCA Vice President and Foreign Trade Chairman Travis Toews says, "We've been to Washington several times and sense no interest from U.S. lawmakers to resolve this issue, which is unfortunate since Canada is the U.S.' best customer and top buyer of agricultural exports. Obtaining a panel ruling from the WTO may motivate U.S. lawmakers to resolve this problem."

Since mCOOL came into effect over one year ago, Canadian cattle producers have lost over a quarter-of-a-billion dollars in lower cattle prices and increased costs. CCA President Brad Wildeman commented, "At a time when economic conditions make it difficult for people to buy as much beef as they normally do, along came mCOOL to really make things worse. We appreciate the Minister of Agriculture, Gerry Ritz, and the Minister of International Trade, Stockwell Day, for agreeing to request the Dispute Settlement Panel at the WTO."

mCOOL requires beef and other meats sold in the U.S. to be labeled with the country where the animal was born. It is important to note that U.S. consumers have not demonstrated an aversion to Canadian beef. Rather, the main impact has been large commercial meat purchasers and cattle buyers adopting strategies to avoid the extra costs that result from separately managing meat from Canadian-born cattle versus U.S.-born cattle. Those U.S. companies who have continued to purchase Canadian cattle have reduced their price to cover the extra cost of managing the different inventories. Wildeman stated that, "Once our Canadian beef gets to U.S. store shelves, it sells just fine. But mCOOL ensures that beef from Canadian cattle faces difficulties just making it to those shelves."

For more information on the WTO process, please refer to the attached backgrounder. And for all information pertaining to mCOOL and the CCA's involvement, visit our website at www.cattle.ca.

For Wildeman voice clips, please refer to the following page

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National Voice of Canada's Beef Cattle Industry representing Canadian Producers

Ste. 310, 6715 8th Street NE, Calgary, AB T2E 7H7

www.cattle.ca

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Clip No. 1:

The Canadian Cattlemen's Association (CCA) is pleased that the World Trade Organization (WTO) agreed to Canada's request for the creation of a Dispute Settlement Panel to rule on the United States mandatory Country-of-Origin Labelling law. CCA President Brad Wildeman comments:

(11... "conclusion.")

Clip No. 2:

Wildeman says, "It's too bad our largest trading partner will not settle this dispute with one-on-one negotiations:"

(19... "case.")

Clip No. 3:

Fewer Canadian cattle entering the U.S. is having an adverse impact on that country's economy, adds Wildeman:

(18... "them.")

Clip No. 4:

John Masswohl, Director, Government & International Relations, says before requesting a WTO Settlement Dispute's Panel, one wants to have a good idea the case can be won:

(18... "together.")

Natalie Arnieri
Communications Coordinator
Canadian Cattlemen's Association
#310, 6715 - 8th Street NE
Calgary, AB T2E 7H7
Tel: 403.275.8558 x 410
Fax: 403.274.5686
Email: arnierin@cattle.ca
Web: www.cattle.ca

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Ste. 310, 6715 8th Street NE, Calgary, AB T2E 7H7

www.cattle.ca