

Country of Origin Labeling



What are people saying about COOL?

“COOL is extremely important to our organizations and to the American public. We oppose any legislation that would repeal any portion of the COOL law. We urge Congress to stand up for America’s consumers, farmers and ranchers by rejecting any effort to unilaterally repeal a popular food label even before the WTO process has concluded.” - [COOL Coalition](#), a group of over 280 farm, rural, faith, environmental, labor, farmworker, manufacturer and consumer organizations

“The vote by the House of Representatives to repeal country of origin labeling was the result of members of Congress bowing to pressure from the international meatpackers and the big business lobby. Americans overwhelmingly want to know where their food comes from and mandatory COOL provides this commonsense information to consumers.” - [Food & Water Watch](#)

“If Congress repeals COOL, then the next time consumers go shopping for a steak or chicken for their families, they won’t be able to tell where that product came from. That’s completely unacceptable. Consumers want more information about their food, not less.” - [Consumer Federation of America](#)

“American consumers overwhelmingly support these labels. Our surveys have consistently shown that more than 90 percent of consumers would prefer to have a country-of-origin label on the meat they buy.” - [Consumers Union](#)

“Instead of allowing members of Congress the opportunity to debate and come to a reasonable solution to deal with the WTO compliance issue, the House has instead given us a reflexive reaction to repeal a very popular labeling law that provides important information to the nation’s consumers and is strongly supported by both consumers and family farmers.” - [National Farmers Union](#)

“For USCA, the centerpiece of COOL has been, and always will be, the consumers’ right to information about how and where their food is produced and U.S. ranchers’ right to differentiate their product from that of a generic commodity in which the identity of U. S. beef would be lost forever.” - [United States Cattlemen’s Association](#)

“The WTO ruling, which effectively orders the U.S. government to stop providing consumers basic information about where their food comes from, offers a clear example of why so many Americans and members of Congress oppose more so-called ‘trade’ pacts that threaten commonsense consumer safeguards.” - [Public Citizen’s Global Trade Watch](#)