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NEWS RELEASE

Manitoba Beef Producers Welcomes COOL Ruling

November 18, 2011 (WINNIPEG, MB) – The Manitoba Beef Producers (MBP) welcomes the World Trade Organization’s (WTO) ruling on the US Country of Origin Labeling (COOL) legislation.

“Beef Producers in Manitoba and across Canada depend upon the free flow of cattle and beef across the Canada / US Border”, noted Ray Armbruster, President of MBP. “This ruling is a huge win for Manitoba beef producers. It is an affirmation of the rules based trading system that underpins the beef industry.”

The COOL legislation forced livestock sectors in Canada to carry out a costly labeling and tracking system that added unnecessary costs and restricted access to the US market. COOL threatened the integrated North American supply chain – to the detriment of both the Canadian and US beef industries. As a result of the ruling the US will be required to adjust its legislation to remove the non-tariff trade barriers.

“Manitoba Beef Producers thanks the Government of Canada for its efforts to defend Canadian livestock producers,” continued Armbruster. “In particular I want to single out the Honourable Gerry Ritz, Minister of Agriculture and Agri-Food, and the Honourable Ed Fast, Minister of International Trade, for their tireless work on this file. Without the efforts of these two Ministers, beef producers in Manitoba and across Canada would continue to face the costly trade restrictions imposed by COOL”.

“The ruling can still be appealed by the US Government. MBP is hopeful that the US Government has come to appreciate the integrated nature of the North American beef industry and now understands that COOL hurt US producers and consumers as well as those north of the border. MBP, along with our national and provincial partners, will work with our counterparts in the US to move this issue to final resolution without further delay,” concluded Armbruster.

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Manitoba Beef Producers is the exclusive voice of the beef industry in Manitoba. Our role and mission is to represent our beef producers through communication, research, advocacy and education. We provide this representation within industry, to government, to the beef consumer and general public. These efforts take place to strengthen our industry viability, improve prosperity and ensure a sustainable future for the beef industry in Manitoba for the benefit of all our producers. The Manitoba Beef Producers represents 8,000 beef producers across the province.

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