

FOR IMMEDIATE RELEASE

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AFFI Commends House for COOL Repeal

McLean, VA –The [American Frozen Food Institute](http://www.affi.org) (AFFI) today commended the U.S. House of Representatives for approving bipartisan legislation that will suspend country-of-origin labeling (COOL) for certain muscle cuts of meat to avoid possible trade retaliation by Canada and Mexico.

Introduced by Rep. Mike Conaway (R-Texas) H.R. 2393 amends the Agricultural Marketing Act of 1946 to repeal country-of-origin labeling requirements for beef, pork, and chicken, and for other purposes. The bipartisan bill was introduced in response to the World Trade Organization (WTO) ruling that found Canadian and Mexican livestock were treated less favorably than domestic livestock. The House approved the measure by a vote of 300-131.

Canada and Mexico are seeking approval from the WTO to impose more than \$3 billion in retaliatory tariffs against the U.S. Canada has already released its possible retaliation list, which includes frozen beef, pork, potato products and orange juice. Mexico has not yet released its retaliation list, but has indicated it could be similar the products targeted during a trade dispute in 2010, which included frozen ham, potatoes and sweet corn as potential retaliatory items.

“AFFI commends House Agriculture Committee Chairman Mike Conaway and the U.S. House of Representatives for acting swiftly to repeal COOL for certain meat and poultry products, and protecting U.S. frozen food and beverages against costly retaliatory tariffs from America’s two largest export markets,” said AFFI President and CEO Kraig R. Naasz.

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The American Frozen Food Institute (AFFI) is the national trade association promoting and representing the interests of all segments of the frozen food and beverage industry. AFFI works to foster industry development and growth, and advocates before legislative and regulatory entities on the industry’s behalf. More information can be found at www.affi.org.