[DATE]

[MEAT DEPARTMENT MANAGER]

[GROCERY STORE NAME]

[ADDRESS LINE 1]

[ADDRESS LINE 2]

Dear [MANAGER],

As a supporter of American agriculture and our nation’s ability to produce a safe and sustainable food supply, I have recently joined a national effort led by the United States Cattlemen’s Association (USCA) to reestablish a country-of-origin labeling (COOL) program on U.S. beef products.

As the law currently stands, there are no federally-regulated definitions as to what constitutes a beef product of the U.S.A. As a [CONSUMER/PRODUCER] of beef products, this lack of a standard definition concerns me. I joined USCA’s COOL Ambassador Team to support and assist in the development of a country-of-origin labeling program for U.S. beef that works for all sides of the supply chain.

Clear, transparent, defined labeling fulfills:

**1. Consumers’ desire for transparency and freedom of choice in the foods they purchase.**

Consumers are aware that there may be different feed, veterinary practices or husbandry practices that are used in raising beef or cattle in other countries. For example, some countries utilize forced or slave labor in the raising of cattle and production of beef. Other countries cause irreparable environmental damage, either through rainforest deforestation or harmful production practices. Consumers have the right to make decisions that align with their personal values and beliefs.

**2. The ability of consumers and retailers to recognize products that have been recalled, thereby increasing food safety at home and in the grocery store.**

When a recall is imposed on certain beef products, it is critical that retail stores are able to effectively trace that product. Additionally, Consumers and retailers need to have the capacity to trace product and make smart decisions in the case of bio-security issues involving herd health or when emerging zoonotic diseases come to light

**3. The prevention of U.S. economic loss by ensuring our ranchers, feedlot owners, and backgrounders are all allowed the opportunity to succeed in a global marketplace.**

U.S. cattle producers need to have the ability to differentiate their domestic product from imported product in the marketplace. Country-of-origin labeling prevents U.S. agriculture jobs from being outsourced to other countries who can produce beef at a lower cost due to less stringent environmental and workplace regulations. Just as Americans don't want U.S. factories moved overseas, why would we send agriculture jobs out of our country?

Please support the clear and transparent labeling of USA born, raised and slaughtered beef. For more information, please call the United States Cattlemen's Association Washington, D.C. office at (202) 546-4064.

Thank you,

[NAME]

[CITY, STATE]

[CONTACT INFORMATION]