

# Cross Border Forum on Agriculture

## COOL

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Cdn cattle producers examining COOL consistency with trade agreements

In US producers' interest to comply with trade agreements.

This COOL fails NAFTA and WTO.

Origin labeling is not the problem. The problem is how it is done.

# NAFTA – Marking rules

If US imports an animal and processes into meat, NAFTA requires the meat to be considered US origin.

NAFTA further requires the US to exempt any good that is imported from a NAFTA country and processed in the US from any labeling requirement.



# WTO

GATT Article III – non discrimination

TBT Agreement

- relies on Codex origin standard
- need legitimate purpose

Agreement on Rules of Origin

– substantial transformation

Other provisions.....

# How Will Canadian Cattle Industry Respond?

We will press Canadian Gov't to initiate a NAFTA or WTO panel

We will market Canadian beef in US retail

- take advantage of good image of Canada
- target certain markets and demographics
- will exploit regulatory advantages, eg. cattle ID

# **The Contingency Plan is Inferior to Integration**

Canadian “beef” producers will do, just OK.

Canadian “cattle” producers will receive a lower price.

Lower efficiency in North American cattle and beef industry will benefit other competitor nations.