

# Country of Origin Labeling (COOL)

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# Scope of COOL



## Purpose

- Provide consumers with additional information on which to base their purchasing decisions.
- Ensure the public receives credible and accurate information on country of origin of covered commodities.
- COOL is not a food safety initiative. Other agencies address food inspections (APHIS, FSIS, FDA).

# Legislative and Regulatory Actions



Legislation	Regulations
2002 Farm Bill	7 CFR Part 60 (fish and shellfish)
2008 Farm Bill	7 CFR Part 65 (all other covered commodities)
Implementation Date: March 16, 2009	

# Components of the Regulations



- ✓ Who Must Label
- ✓ What Must be Labeled
- ✓ Determining Origin
- ✓ Notification & Labeling
- ✓ Recordkeeping
- ✓ Compliance and Enforcement



# Who Must Label?



## Retailers

- Person licensed as a retailer under the Perishable Agricultural Commodities Act (PACA)
  - firm handling fresh and frozen fruits and vegetables with an invoice value of at least \$230,000 annually
- Excludes food service establishments
  - e.g., restaurants, cafeterias, delicatessens
  - (also, farmers' markets, fish markets, butcher shops)

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# What Must be Labeled?



## Covered Commodities

Muscle Cuts of Beef (including Veal), Lamb, Pork, Goat and Chicken

Ground Beef, Veal, Lamb, Pork, Goat and Chicken

Fish and Shellfish (wild & farm-raised)

Perishable Agricultural Commodities (fresh and frozen fruits & vegetables)

Peanuts, Pecans, Macadamia Nuts & Ginseng

# Processed Food Item



The law *excludes* processed food items:

## 1. Change of Character

- Cooking (frying, broiling, steaming, baking, roasting)
- Curing (salt curing, sugar curing, drying)
- Smoking (hot or cold)
- Restructuring (emulsifying and extruding)

## 2. Combined with Another Food Component

# Determining Origin



## Exclusive U.S. Origin (“Product of the U.S.”)

### **Meat**

- From animals born, raised and slaughtered in the U.S.
- From animals present in the U.S. on July 15, 2008

### **Fish and Shellfish**

- Farm Raised: Hatched, raised and harvested in the U.S.
- Wild: Harvested in U.S. waters or by U.S. flagged vessel, and
- No substantial transformation outside the U.S.

### **Fruits, Vegetables, Nuts and Ginseng**

- Harvested in the U.S.



# Determining Origin



Commingling: Covered commodities of the same type from raw material sources having different origins.

- **Muscle Cuts of Meat**

- (e.g., Rib eye steaks from “U.S., Canada, & Mexico”)
- Declaration includes the production steps of animals from which the meat is derived (born, raised, slaughtered).

- **Ground Meat**

- (e.g., Hamburger from “U.S., New Zealand, Argentina, & Brazil”)

- **Fruits, Vegetables, Nuts, and Ginseng**

- (e.g., Tomatoes from “U.S. and Mexico”)
- Declaration includes all countries reasonably contained therein.

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# Notification and Labeling



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# Notification and Labeling



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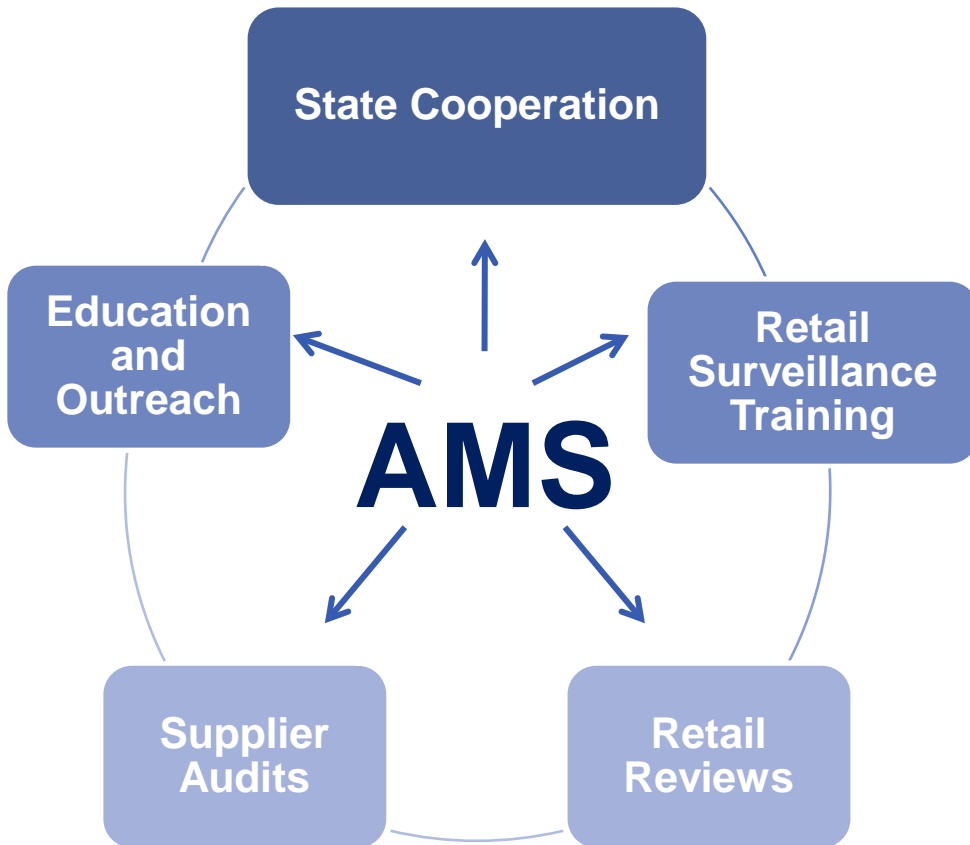


# Recordkeeping



- Records must be legible
- Maintained in either electronic or hard copy format
- Various forms of documents acceptable
- No new record requirements; documents used in “normal course of business”
- May be maintained in any location
- Retained for 1 year

# COOL Compliance and Enforcement



## Activities

1. Cooperative Agreements
2. Retail Reviews
3. Supplier Audits

*Only USDA can initiate enforcement actions.*

# Additional Information



Visit:

[www.ams.usda.gov/COOL](http://www.ams.usda.gov/COOL)

Submit questions to:

[cool@ams.usda.gov](mailto:cool@ams.usda.gov)

or

**(202) 720-4486**



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