

**AAEA Organized Symposium  
August 2003  
Montreal, Canada**

**ORGANIZERS:**

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**TITLE: Impacts of Country-of-Origin Labeling on North American Trade in Livestock and Meats**

**ABSTRACT:**The purpose of this symposium was to examine the impacts and implications of the country-of-origin labeling provisions of the Farm Security and Rural Investment Act of 2002. Competition, marketing opportunities, and the impacts on beef cattle, swine, beef and pork will be considered. Applied research and extension education issues were presented and discussed.

**MODERATOR:**

Jaime Malaga, Texas Tech University

**PARTICIPANTS:**

Flynn Adcock and Parr Rosson, Texas A&M University

["Country-of-Origin Labeling Provisions and their Effects on Beef Imports from Canada"](#)

Derrel Peel, Oklahoma State University

["The Impacts of COOL on Feeder Cattle Imports from Mexico"](#)

Larry Martin, George Morris Centre, Guelph, Ontario

["Potential Effects of COOL on the North American Swine and Pork Industry"](#)

**Discussant:**

William Kerr, University of Saskatchewan

**FORMAT:**Rosson and Adcock provided a brief overview of COOL provisions as well as the potential impacts on fresh beef imports from Canada and Mexico, and what this means for U.S. producers and agribusinesses. Peel examined how these provisions will impact U.S. imports of feeder cattle from Mexico. This is particularly important since the only way for beef to obtain a "Product of U.S.A." label is for the cattle to be born, raised and slaughtered in the United States. Therefore, additional segregation of livestock in U.S. feedlots and processing facilities may be necessary. Martin then examined the impacts of COOL provisions on the swine and pork industry in North America, focusing on Canada. Results from a study recently conducted by the George Morris Centre were included. Kerr responded to the presentations and set the stage for a meaningful discussion on these and other issues.