



July 8, 2019

The Honorable Nancy Pelosi  
Speaker  
U.S. House of Representatives  
U.S. Capitol H-232  
Washington, DC 20510

The Honorable Kevin McCarthy  
Minority Leader  
U.S. House of Representatives  
U.S. Capitol H-204  
Washington, DC 20510

The Honorable Mitch McConnell  
Senate Majority Leader  
United States Senate  
U.S. Capitol S-230  
Washington, DC 20510

The Honorable Charles E. Schumer  
Senate Minority Leader  
United States Senate  
U.S. Capitol S-221  
Washington, DC 20510

Dear Congressional Leaders:

The National Cattlemen's Beef Association (NCBA) is proud to join our numerous state affiliates to strongly urge you to support the swift ratification of the U.S.-Mexico-Canada Agreement (USMCA). For over twenty-five years the U.S. beef industry has benefited from unrestricted, duty-free access to Canada and Mexico under the North American Free Trade Agreement (NAFTA). In 2018, U.S. beef exports to Canada and Mexico totaled \$1.8 billion, adding \$70 per head and delivering value to every level of the production chain. We recognize there are areas of NAFTA that should be updated to reflect the needs of our twenty-first century economy, and we believe USMCA accomplishes these goals, but for the U.S. beef industry, it is very difficult to improve on zero tariffs, zero quotas, and science-based standards. NCBA and our affiliates are pleased that USMCA makes no major changes to the market access provisions that have made the U.S. beef and cattle industry a powerhouse in North America.

As the voice of the U.S. beef industry, NCBA and our affiliates strongly encourage you to oppose efforts to re-instate failed policies of the past such as mandatory country-of-origin labeling (MCOOL). MCOOL was U.S. law for six years until it was repealed by Congress in 2015 to avoid \$1 billion of retaliatory tariffs from Canada and Mexico that were sanctioned by the World Trade Organization (WTO). In fact, the WTO ruled multiple times that MCOOL violated our WTO commitments, and Canada and Mexico reserve the right to retaliate against the United States if MCOOL is restored. MCOOL is not a new idea that will help ranchers and protect consumers, it was a failed government-run marketing program that was sold as a food safety mechanism, but it did nothing to improve food safety and protect consumers. We were also promised that MCOOL would deliver higher cattle prices and drive consumer demand, but that never happened. The truth is MCOOL cost the U.S. beef industry hundreds of millions of dollars to implement, and the vast majority of consumers never paid attention to it. Our industry has suffered enough with this bad idea and we do not need to relive the sins of the past.

The U.S. beef industry has invested heavily in developing a strong consumer base in Canada and Mexico, and we cannot afford to jeopardize our competitive advantage with any unnecessary trade barriers. USMCA is a great trade deal, and we need Congress to act soon and ratify the USMCA so that we can continue to capitalize on the North American consumer base that has made us a true success story.

Sincerely,



National Cattlemen's Beef Association  
Alabama Cattlemen's Association  
Arkansas Cattlemen's Association  
Arizona Cattle Growers' Association  
Arizona Cattle Feeders' Association  
California Cattlemen's Association  
Colorado Cattlemen's Association  
Colorado Livestock Association  
Florida Cattlemen's Association  
Georgia Cattlemen's Association  
Hawaii Cattlemen's Council, Inc.  
Illinois Beef Association  
Indiana Beef Cattle Association  
Iowa Cattlemen's Association  
Kansas Livestock Association  
Louisiana Cattlemen's Association  
Michigan Cattlemen's Association  
Minnesota State Cattlemen's Association  
Mississippi Cattlemen's Association  
Missouri Cattlemen's Association  
Montana Stockgrowers Association  
Nebraska Cattlemen  
Nevada Cattlemen's Association  
New York Beef Producers Association  
North Carolina Cattlemen's Association  
Ohio Cattlemen's Association  
Oklahoma Cattlemen's Association  
Oregon Cattlemen's Association  
Pennsylvania Cattlemen's Association  
South Carolina Cattlemen's Association  
South Dakota Cattlemen's Association  
Tennessee Cattlemen's Association  
Texas and Southwestern Cattle Raisers Association  
Texas Cattle Feeders Association  
Utah Cattlemen's Association  
Virginia Cattlemen's Association  
Washington Cattle Feeders Association  
West Virginia Cattlemen's Association  
Wisconsin Cattlemen's Association  
Wyoming Stock Growers Association