The mandatory country-of-origin labeling (mCOOL) law has been in effect for more than six years, and it has had a significant impact on the livestock and beef markets. The law requires supermarkets to label meat products that are from Canada, Mexico, or the United States. However, the implementation of this law has faced numerous challenges, including legal challenges and market disruptions.

In 2009, Canada and Mexico requested the World Trade Organization (WTO) to establish a Dispute Settlement Panel to consider the case. In November of 2011, the WTO ruled in favor of Canada and Mexico. In March of 2012, the U.S. appealed the ruling. In June of 2013, the WTO ruled against the U.S. in the case. The U.S. then appealed the ruling. In November of 2013, the WTO ruled against the U.S. in the case, and the U.S. was ordered to bring its laws into compliance with WTO rules. The U.S. appealed the ruling, and in December of 2014, the WTO ruled against the U.S. in the case, and the U.S. was ordered to eliminate its laws.

The U.S. government failed to bring its laws into compliance with WTO rules, and in February of 2015, the WTO authorized Canada and Mexico to impose retaliatory tariffs on U.S. beef. In December of 2015, Canada and Mexico imposed tariffs on U.S. beef, which again, those costs for that lost trade would have been paid by cow-calf and feedlot producers in the U.S.

The retaliatory tariffs authorized by WTO would have had the effect of closing two the the three largest export markets in Canada and Mexico that would have made our products uncompetitive, particularly in the price-sensitive Mexican market. The U.S. government failed to bring its laws into compliance with WTO rules, and in February of 2015, the WTO authorized Canada and Mexico to impose retaliatory tariffs on U.S. beef. In December of 2015, Canada and Mexico imposed tariffs on U.S. beef, which again, those costs for that lost trade would have been paid by cow-calf and feedlot producers in the U.S.

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