

Country of Origin Labeling [COOL] - Effect on County Livestock Sales

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In late 2008, the USDA implemented COOL requirements.
This fact sheet details the effect of COOL on county youthlivestock sales.

Background:

1. COOL regulations require meat retailers to designate if source animals were raised within US borders.
2. Since retailers cannot verify this information directly, they ask their livestock suppliers to verify animal origin.
3. So, if the buyer who purchases an animal at a Jr. Livestock sale plans to sell the meat through retail channels, that buyer will want COOL verification from the exhibitor.
4. Regulations require COOL verification for: Beef, Swine, Sheep, Goats, and Chickens
5. Regulations **DO NOT** require COOL verification for: Turkeys, Ducks or Rabbits.

What does this mean for county livestock sale management?

1. Prior to the sale, counties should collect a signed affirmation statement for each market animal to be sold through a Jr. Livestock sale.
 - a. The regulations allow the exhibitor to sign the statement, even if the exhibitor did not raise the animal from birth.
 - b. Suggest collecting statements as part of the show entry process or at weigh-in.
2. Statements should be made available to buyers upon request.
 - a. We expect very few individual buyers to ask for the statements.
 - b. Buy-back bidders may be more likely to ask for the statements.
 - c. Suggest asking buyers at check-in if they need or want the COOL statements for the animals they plan to purchase.

Comment on attached statement:

1. Counties may re-format this statement as necessary, as long as the statement and signatures are present.

Country of Origin Letter of Affirmation

Species: _____Steer _____Lamb _____Hog _____Goat

Animal Identification (Tag Number) _____

Statement:

I affirm by first-hand knowledge that the **MARKET ANIMAL** I have entered in the Lawrence County Fair Market show was born & raised exclusively in the United States of America.

Please Print or Type Name of Exhibitor

Signature

Date

Email Address: _____