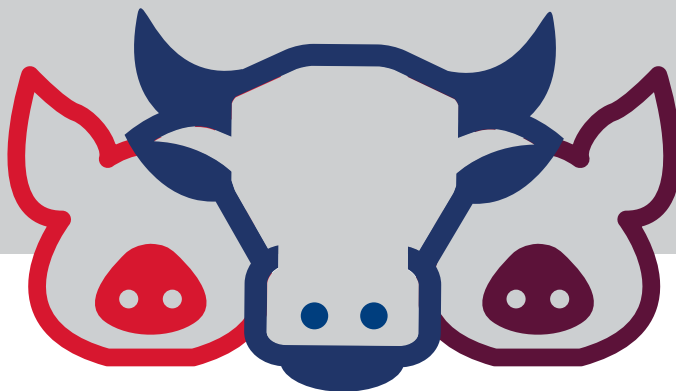


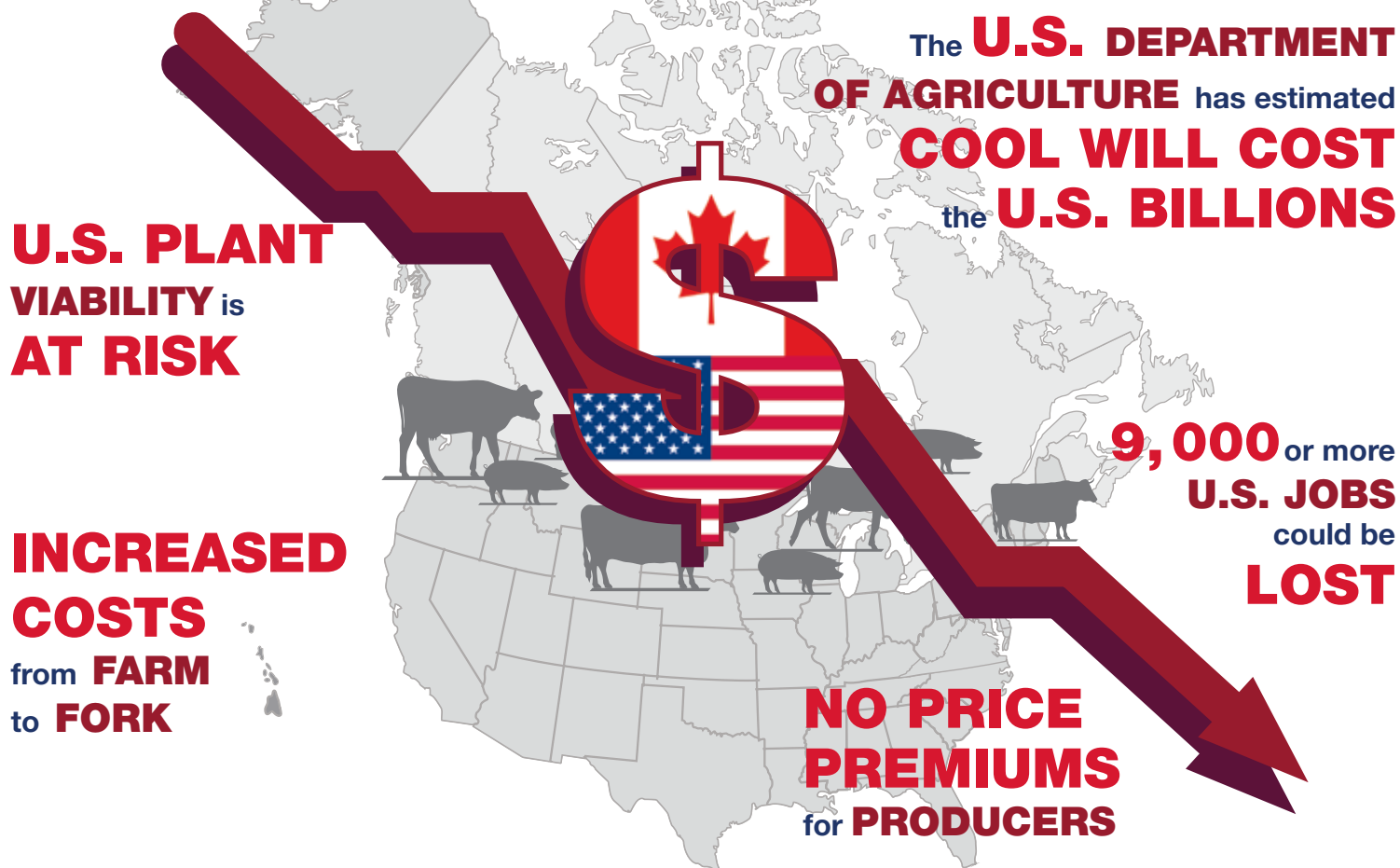
# COOL: Country Of Origin Labeling

## WHY IS MANDATORY COOL A PROBLEM?

Meat from Canadian animals slaughtered in the U.S. must be labeled differently which causes discrimination.



## HOW COOL DISCRIMINATION HURTS THE U.S. ECONOMY:

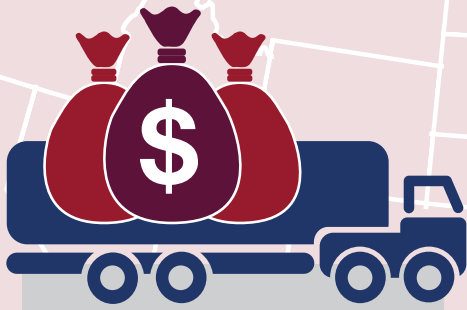


Government  
of Canada

Gouvernement  
du Canada

Canada

# WTO RETALIATION PUTS U.S. EXPORTS AT RISK\*



Certain U.S. exports  
**COULD FACE**  
**100%**  
**TARIFFS**  
if Canada and Mexico  
**RETALIATE**



That will lead to  
**LOST EXPORTS**  
further  
**HURTING**  
the **U.S. ECONOMY**  
and **U.S. JOBS**

## **CANADA** IS YOUR BIGGEST CUSTOMER



**REACH OUT** to  
**MEMBERS OF CONGRESS** to  
**#FIXCOOL**

How important is our trading relationship? Check it out: [www.agr.gc.ca/agpartners](http://www.agr.gc.ca/agpartners)  
#agpartners

\* Canada and Mexico have challenged COOL at the World Trade Organization (WTO) which permits retaliation on measures that are inconsistent with trade obligations.