

Product Labeling

Policy Fact Sheet

Clear and accurate food labels that help consumers make informed decisions and allow farmers and ranchers to differentiate their products. NFU supports conspicuous, mandatory, and uniform labeling for food products and calls for reauthorization and full implementation of mandatory country-of origin labeling (COOL) for meat and seafood products.

Surveys show the vast majority of Americans want to know where their food comes from, and farmers and ranchers want to provide them with that information. Laws should support farmers and consumers in achieving that goal, but multinational meatpackers and foreign competitors have fought fair and accurate labels for decades. This allows companies to import cheaper products from other countries and earn a premium by passing them off as local products. This, in turn, depresses prices for American ranchers and undermines consumer confidence in labels.



**FAIRNESS FOR
FARMERS**

A Farmers Union Project

Voluntary "Product of USA" Label

In March 2024, the U.S. Department of Agriculture (USDA) finalized a rule clarifying the voluntary use of "Product of USA" and "Made in the USA" labeling. The new rule established requirements for the labeling of meat, poultry, or egg products and requires that products using this label must be derived from an animal born, raised, slaughtered, and processed in the U.S.

Mandatory COOL

Truthful and accurate **voluntary** labels are important to producers and helpful for consumers, NFU supports reinstating **mandatory** Country-of-Origin Labeling (COOL). The bipartisan American Beef Labeling Act of 2023 (S. 52) and the similar Country of Origin Labeling Enforcement Act (H.R. 5081) would reinstate mandatory COOL for beef sold in grocery stores.

This legislation would promote a fairer, more competitive market for America's cattle producers. Consumers continue to pay high prices for beef at the grocery store while cattle producers continue receiving artificially depressed prices for their cattle. A consolidated and uncompetitive beef packing industry is exploiting consumers, workers, and ranchers alike. American consumers deserve the right to choose and American cattle farmers and ranchers deserve the right to compete for the consumers' favor in their domestic market.

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