

## **05/09/2003 Entry: "KCA Tells USDA: Consumers Want COOL"**

Kearney, NE. – Consumers deserve the right to know where the food they buy comes from is what Kansas Cattlemen's Association President Larry Brack told the United States Department of Agriculture during the Country of Origin Labeling (COOL) "listening session" held here May 8th.

In testimony before the USDA, Brack of Leoti, KS said "We owe it to our consumers to provide them with the information on the products they are buying, just as we owe it to our U.S. producers for producing the safest product in the world."

Brack also added that there are a number of studies and surveys available to the public that show that over 87% of those polled desire United States grown and fed beef over imported beef. What's more, he pointed out, is the fact that consumers have said they will pay up to 20% premium for beef that they know is of U.S.A. origin.

Brack added that the Kansas Cattlemen's Association feels COOL should be implemented in a manner that passes on the least amount of cost possible to the producer, saying " The importer should bear the burden of proof. Label the imports. If it's not imported, it's domestic by default."

He also encouraged USDA to implement COOL in its original intent as written and recommended by R-CALF USA, the Kansas Cattlemen's Association and the Americans for Country of Origin Labeling."

The Kansas Cattlemen's Association is a producer run, grassroots cattlemen's association representing some 1500 members in 20 states.