



New England
Farmers Union

SIX STATES WITH ONE VOICE AT THE NATIONAL TABLE



Neighboring
FOOD CO-OP
Association

Join the Fight for Transparent Food Labeling

Most consumers want to know where their food comes, and they expect food labels to provide basic information that enables them to make informed choices. In the case of most meat (not including ground meat), the United States has required Country-Of-Origin Labeling (COOL) since 2008. But in July 2013, meatpacking interests sued the U.S. Department of Agriculture in an attempt to stop COOL.

Hundreds of other consumer goods are required to be accurately labeled with their country of origin so that producers are fairly represented and consumers can choose what they want to purchase and support. Why should meat be any different? Packers, processors and our foreign competitors are trying to stop COOL, claiming that the rules will be costly for them to implement.

Do you want to know where the meat that you and your family eat came from? Should New England's farmers and producers be able to distinguish their products so that you can identify and choose their products? COOL requires that labels specify in which country each production step took place, enabling producers to compete in the marketplace and consumers to make informed purchasing decisions.

We must fight back and work for a more transparent food system. Four organizations — the U.S. Cattlemen's Association, National Farmers Union, American Sheep Industry Association, and Consumer Federation of America — have intervened on behalf of the USDA to defend COOL from this lawsuit.

Please join the New England Farmers Union (NEFU) and the Neighboring Food Co-op Association (NFCA) in our efforts to protect Country Of Origin Labeling. And consider making a contribution to the COOL Defense Fund. Your financial assistance will be used to cover the legal fees incurred in our vigorous defense of COOL.

TAKE ACTION TODAY! Make a donation (form below) and visit the COOL Defense Fund website <http://www.uscooldefenselfund.org> for more information on what you can do.



Don't let the meat industry keep information from you! Support the COOL Defense Fund!

NAME _____

ORGANIZATION _____
(if applicable)

ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

EMAIL _____ **PHONE** _____

I Have Enclosed: \$ _____ (*Please make check payable to "NEFU" and mail to address below.*)

Please check here if you are a member of a local food co-op: _____

Please check here if you'd like more information on membership in the New England Farmers Union.

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