



Canadian Pork Council  
Conseil canadien du porc

## **Canadian Pork Industry Welcomes Comprehensive Judgment by the WTO Appellate Body on COOL**

**May 18, 2015 (Ottawa)** The Canadian Pork Council (CPC) welcomes the World Trade Organization (WTO) Appellate Body Panel's judgment that the May 23, 2013, revisions to the United States – Country of Origin Labelling (COOL) rules have increased discrimination against Canadian livestock exports.

“The WTO has confirmed this discrimination for the fourth time,” stated CPC Chair Rick Bergmann. “This is the WTO’s final judgment and it is comprehensive and compelling. There is no wiggle room.”

“The United States has now lost four times,” added Mr. Bergmann. “Congress must accept the reality and act as a responsible WTO Member and a leading force for trade liberalization.”

The CPC has collaborated with the Government of Canada and the Canadian Cattlemen Association (CCA) to remove the inequities of the United States’ COOL regime, which became mandatory in 2008.

The CPC serves as the national voice for hog producers in Canada. A federation of nine provincial pork industry associations, the organization’s purpose is to play a leadership role in achieving and maintaining a dynamic and prosperous Canadian pork sector.

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