



Canadian Pork Council  
Conseil canadien du porc

## Canadian Team Defends Pork and Beef Cattle Interests in COOL WTO Appeal

**February 17, 2015 (Ottawa)**-The Canadian Pork Council (CPC) congratulates the Canadian team defending its interest in the WTO Appellate Body hearing in the U.S. – Country of Origin Labelling (COOL) dispute this week at the World Trade Organization (WTO) in Geneva.

CPC Chair Rick Bergmann reported, “This is a very complicated process and the Canadian team performed very well in making our case and answering many complex questions.” He added, “The US has been a three time loser in defending its COOL measure. This matter is very important to Canadian hog producers. It has been very frustrating trying to have the United States make COOL WTO Consistent. We have now been to Geneva five times to fight these unfair U.S. labelling regulations. We won nearly 3 years ago years ago; the U.S. introduced a new system in May, 2013 which is even worse for Canadian livestock exports. The US lost again but appealed almost immediately.”

Notwithstanding three losses, the U.S. prefers to litigate and stall. It has refused to remove the discrimination in COOL while it admits that there continues to be a detrimental effect. But the U.S. position is as long as consumer information is a legitimate objective, they can run roughshod over the rights of their trading partners.

“The blatant protectionism and intransigence of the U.S. position was clear throughout the hearings”, Mr. Bergmann explained. “We believe that the Appellate Body, which asked very penetrating questions to all Parties, should now bring this to a final result.”

Mr. Bergman Bergmann emphasized “The Government of Canada has been very helpful, including warnings that U.S. failure to make changes to be WTO consistent could result in retaliation against U.S. exports to Canada. We hope that it does not come to this – we want our U.S. market back. But Justice delayed is justice denied and we have waited much too long”

CPC and the Canadian Cattlemen's Association have been coordinating with the Government of Canada to remove the inequities of the U.S. COOL regime.

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