



Country of Origin Labeling Program

2015 COOL Experienced Reviewer Training Webinar

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Agenda

- Summary of 2014 Retail Reviews
- 2015 retail review assignment
- COOL School – review procedure highlights, non-compliance issues
- Cloud Vault
- Experience reviewers will not be required to take COOL certification exam for 2015.

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2014 Retail Reviews

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Summary of 2014 Retail Reviews

Table 1. 2014 Retail Review Summary: State Efforts

Reviews Assigned	Reviews Completed	Average days from Store review to COOL Submission
3,591	3,587	11

COOL Division Goal is to receive review results from states within 14 days of store visit.

Allow 5 business days for stores to submit records.



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Summary of 2014 Retail Reviews

Table 2. 2014 Retail Review Summary: Store Performance

% Stores with Findings	Average # NC / Store with Findings	Median # NC / Store with Findings	Average # covered commodities / Store	NCs Cited / 100 covered commodities observed
87%	26	12	328	7

Overall performance measured by:

- NC Findings / Store
- NC Findings / Covered Commodities sold

On average, 93% of covered commodities are properly labeled even in stores with findings.



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Summary of 2014 Retail Reviews

Table 3. 2014 Retail Review Non-Compliance Rating (% of Stores Reviewed)

Stores Closed	% No Findings	% Adequate	% Compliance Deficient	% Critical Weakness
1.8%	12.5%	17.7%	33.8%	33.9%

1/3 of stores performed adequately (0 to 3 NC);

1/3 were rated compliance deficient (> 3 NC or > 5%);

1/3 were rated critical weakness (> 14 NC and > 5% of covered commodities)



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Retail Review Assignment History

Year	Initial Retail Reviews	Follow Up Retail Reviews
2009	5,000	0
2010	7,741	622
2011	4,005	1,190
2012	3,836	546
2013	2,061	547
2014	3,028	563
2015	--	2,372
Total	25,671	5,840

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2015 Retail Reviews

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**2015 Retail Review
Assignment**

- Retail store locations are determined by the USDA-COOL Division.
- Retail store assignments are distributed to each State Manager.
- In 2015, state reviewers will conduct **ONLY** follow-up reviews.
- We do not expect a subsequent assignment later in the year, but you never know....



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**2015 Retail Review
Assignment**

- The 2015 store assignment list will be sent to the State Manager in each state before May 15, 2015.
- 2,419 stores will be assigned to the states in 2015 based on the level of appropriated funds.
- Follow-Up Reviews require collection of records on select items to verify the store is maintaining records.
- The 5 records management interview questions will not be asked for follow-up reviews.



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**2015 Retail Review
Assignment**

- The (3 or 5) commodity categories selected for records verification are listed on the retail assignment list.
- The specific item **WITHIN THE ASSIGNED CATEGORY** selected for records is up to the reviewer.



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**2015 Retail Review
Assignment**

- Closed stores will not be replaced. The state retail assignment will be reduced.
- The majority of assigned stores are expected to be open because you were just reviewing these stores a few months ago.
- Once 2015 retail assignment is received, State Managers must call retail stores and verify they are open for business.

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**2015 Retail Review
Assignment**

- For stores found closed prior to conducting retail review:
 - State Manager must report stores closed to COOL Captain.
 - State will not receive a replacement store.
 - State will not be reimbursed for these store locations.

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**2015 Retail Review
Assignment**

- For stores found closed upon arrival to retail store location :
 - Reviewer must take picture of store front.
 - Reviewer must submit workbook with the "Findings Identified" field as "Store Closed.
 - Ensure the retailer information is included within the workbook.
 - Submit the workbook and store front picture.
 - State will be fully reimbursed for the retail review.

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2015 Retail Review Assignment

Invoices:

- States must file invoices once a month.
- Otherwise, payments get delayed and the AMS Administrative Office will not process payments for 2-3 months.
- We will distribute a presentation that covers invoicing documentation and submission procedures to all those identified as invoice representatives.



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2015 Retail Review Assignment

- COOL is working on a new and improved portal so that we can return to online data entry in the future.
- Reviews will not be accepted using COOLAudit@ams.usda.gov inbox.
- For FY2015, reviewers will use Cloud Vault (details later in this presentation).



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2015 Retail Review Assignment

- Leave reviewer's contact information (or state office general number) with the store.
- Get the store's business email address if they have one.
- 2015 Assignment includes all Follow-Up Reviews. Collect Records on commodity items selected from the 3 or 5 categories assigned.



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COOL School

Overview of COOL non-compliance and other labeling issues

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Acceptable or NOT?




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Acceptable or NOT?



All chicken is product of the USA unless otherwise stated

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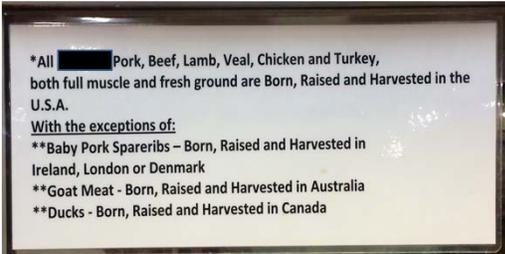
Acceptable or NOT?



ALL CUTS OF BEEF & PORK... BORN, RAISED, HARVESTED IN U.S.A. unless otherwise labeled

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Acceptable or NOT?



*All [redacted] Pork, Beef, Lamb, Veal, Chicken and Turkey, both full muscle and fresh ground are Born, Raised and Harvested in the U.S.A.
With the exceptions of:
**Baby Pork Spareribs – Born, Raised and Harvested in Ireland, London or Denmark
**Goat Meat - Born, Raised and Harvested in Australia
**Ducks - Born, Raised and Harvested in Canada

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Meat Muscle Cuts

- NC-1 is used when both COOL and production steps are missing.



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Meat Muscle Cuts

- NC-4c is used when COO is present, but production steps are missing.



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When Production Steps Are Not Required

- Imported muscle cuts of meats do not require production steps (B, R, H).
“Product of Australia”



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When Production Steps Are Not Required

- Ground meats do not require production steps

“USA, Canada, Mexico”



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Not a Covered Commodity

- Coconuts are nuts. They are not a covered commodity listed in the COOL statute.
- Do not cite coconuts for NC.



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Corrections in Store at Time of Review

- Findings are not final until reviewed by COOL Division.
- Do not write “all findings were corrected” on the checklist left at the store.
- Retailers believe they do not need to respond to NC letter because they have proof Reviewer observed corrections.
- “All findings were corrected” should only be included in the Comments section of the Excel workbook submitted to COOL.
- This section should not print with the rest of the workbook because it is for internal use only.



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Experience reviewers will not be required to take COOL certification exam for 2015.

QUESTIONS?



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Cloud Vault

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Cloud Vault – Submit Workbook and Pictures

Important: 2015 Follow-up Reviews and pictures will be submitted using Cloud Vault.

Note: Cloud Vault is a new service that is replacing AgnisX.



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Cloud Vault

- State Managers will receive two (2) emails directly from the Cloud Vault on behalf of COOLAudit@ams.usda.gov.
- Both emails will contain a hyperlink to access 2 separate folders in Cloud Vault.



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First Cloud Vault Email

- First email will include a hyperlink that contains **previous year's reviews**.
- Email #1 subject is "COOLAudit@ams.usda.gov shared »2014 Reviews - New York« with you". Your state name will appear instead of NY.





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Second Cloud Vault Email

- Second email will include a hyperlink to **upload 2015 Follow-up Reviews**.
- Email #2 subject is "COOLAudit@ams.usda.gov shared »2015 NE Region - Submitted Follow-ups« with you". Your Region will appear instead of NE.





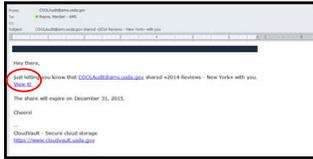
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Access Cloud Vault

➤ To access folder:

- Click on the “View it!” hyperlink, **or**
- Right click > Copy Hyperlink > Paste in your browser: Explorer, Google Chrome, Safari, or Firefox.



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Access Cloud Vault

Caution: When using Cloud Vault you may have limited access using Internet Explorer (IE).

However, you can use Google Chrome, Safari, or Firefox for improved performance.



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Take Pictures of Non-Complying Labels

- Take photographs of the store front and any non-complying commodities and labels.
- Pictures must be combined and saved in either a Word document or PDF file.
- The picture file must be saved with the appropriate file name.
- For example: NY 15 F3941A Pictures



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Take Pictures of Non-Complying Labels

- Combine pictures into a Word or PDF File.
- Include no more than 4 pictures per page.

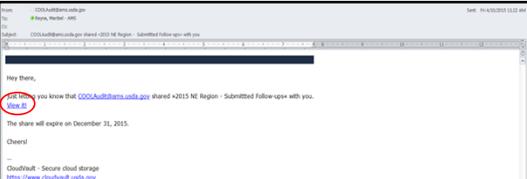


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Upload Workbook and Pictures

1. Click on “View it” hyperlink directly from the email. Make sure to use the email link named **2015 Region – Submitted Follow-ups**.

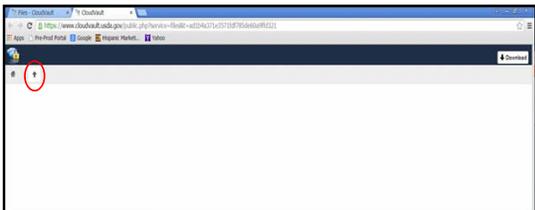


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Upload Workbook and Pictures

2. Click on arrow (↑)

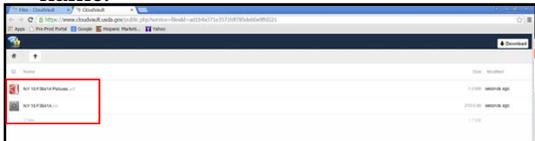


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Upload Workbook and Pictures

3. Select workbook and picture file from computer. Note: You can also drag and drop!
4. Workbook will appear on Cloud Vault. You can open files by clicking on the file name.



Upload Workbook and Pictures

You have successfully submitted the 2015 Follow up Review and pictures using Cloud Vault!

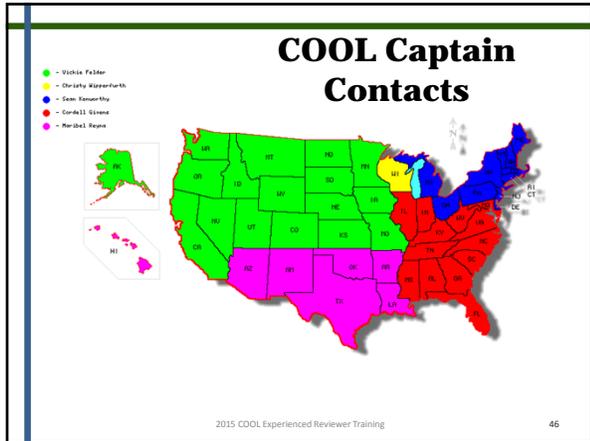


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COOL Specialist	Region	Phone Number	Email Address
Leslie Shavers	Acting Director	(202) 720-4486	Leslie.Shavers@ams.usda.gov
Ken Becker	Team Lead	(202) 690-4118	Kenneth.Becker@ams.usda.gov
Maribel Reyna	Pink	(202) 253-8870	Maribel.Reyna@ams.usda.gov
Vickie Felder	Green	(202) 260-8341	Vickie.Felder@ams.usda.gov
Cordell Givens	Red	(202) 260-8391	Cordell.Givens@ams.usda.gov
Sean Kenworthy	Blue	(202) 205-9355	Sean.Kenworthy@ams.usda.gov
Christy Wipperfurth	Yellow	(202) 258-8509	Christy.Wipperfurth@ams.usda.gov
Carol Payne	Invoicing	(202) 720-3528	Carol.Payne@ams.usda.gov
Tiffanie Smith	Admin. Assistant	(202) 720-4486	Tiffanie.Smith@ams.usda.gov

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