



Agricultural  
Marketing  
Service

Country of  
Origin Labeling  
Division

1400 Independence Avenue, SW.  
Room 2620-S, STOP 0216  
Washington, DC 20250-0216

Information Form  
April 10, 2014

## Mandatory Country of Origin Labeling (COOL) - Final Rule

Date of Review		Store Name	
Reviewer's Name		Store Address	
File Name		City, State Zip	
COOL Website	<a href="http://www.ams.usda.gov/cool">www.ams.usda.gov/cool</a>	COOL E-mail Address	<a href="mailto:COOLAudit@ams.usda.gov">COOLAudit@ams.usda.gov</a>

### COOL Retail Surveillance Information Form

#### Summary

The 2002 and 2008 Farm Bill amended the Agricultural Marketing Act of 1946 (Act) to require designated retailers to notify their customers of the country(ies) of origin and method(s) of production (wild or farm raised as applicable) of covered commodities. Covered commodities include muscle cuts of beef (including veal), lamb, chicken, goat, and pork; ground beef, ground lamb, ground chicken, ground goat, and ground pork; wild and farm-raised fish and shellfish; perishable agricultural commodities; macadamia nuts; pecans; ginseng; and peanuts. Covered commodities are exempt from COOL requirements if they are an ingredient in a processed food item. Retailers determined to be in violation of the Act must be notified of the violation and provided with a 30-day period during which they may take the necessary steps to comply. If upon completion of the 30-day period it is determined that the retailer has willfully violated the Act, the retailer may be fined up to \$1,000 for each violation.

#### Identification Requirements

To convey the country of origin and method of production information, retailers may use a placard, sign, label, sticker, band, twist tie, pin tag, stamp, mark, or other clear and visible sign on the covered commodity or on the package, display, holding unit, or bin containing the commodity at final point of sale to consumers. The declaration of the country(ies) of origin and method(s) of production may be typed, printed, or handwritten provided it is in conformance with other Federal labeling laws and does not obscure other required labeling information. The declaration for country of origin and method of production must be legible and be placed in a conspicuous location, so as to render it likely to be read and understood by a customer under normal conditions of purchase.

#### Record Keeping Requirements

Upon request by USDA representatives, suppliers, and retailers subject to this Act shall make records available that verify the COOL claims and provide supplier information. Such records may be maintained in any location and shall be provided within 5 business days of the request. For pre-labeled products, the label itself is sufficient evidence on which the retailer may rely to establish the product's country of origin, method of production and supplier information. The supplier information must include at a minimum the supplier name, city and state. For items that are not pre-labeled or if the information from the pre-labeled container is not available, records maintained in the normal course of business must be available which specify the product, country of origin, method of production, and retailer's immediate previous supplier. Records must be maintained for a period of 1 year from the date the declaration is made at retail.

#### Types of Findings

- Failure to convey country of origin and method of production information to consumers.
- Failure to provide accurate country of origin and method of production information to consumers.
- Failure to convey animal production steps for meat muscle cuts to consumers, (i.e., born, raised, harvested).
- Failure to maintain records that substantiate the COOL claims and provide supplier information.

**Questions? Contact the COOL Division at (202) 720-4486**

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**Country of Origin Labeling (COOL) Retail Surveillance Follow up Review Checklist**

Review Number		Reviewer's Name	
Date Reviewed		Reviewer's Email	
Store Name		Reviewer's Phone Number	
Store ID Number		Store Representative	
Physical Address		Responsible Authority's Name	
City, State ZIP		Responsible Authority's Position	
Store Phone Number		Responsible Authority's Email	
Corporate Contact Email		Findings Identified?	

*This review is conducted in accordance with the requirements contained in the Mandatory Country of Origin Labeling-Final Rule, Title 7 CFR Part 60 and 65 published on January 15, 2009 and subsequently amended on May 23, 2013.  
The results of this review are not official until reviewed by the COOL Division Director.*

**Non-Compliance (NC) Codes**

Code	Non-Compliance Findings	Code	Non-Compliance Findings
1	Covered commodity is not identified with the country of origin.	8	The method of production declaration is not accurate at point of sale.
2	The country of origin declaration is not legible and/or is not placed in a conspicuous location.	9	The method of production is not stated in an acceptable form. (i.e., wild, wild caught, farmed, farm-raised, etc.)
3	The country of origin declaration is not accurate at point of sale.	10	Records were not provided within 5 business days.
4a	The country of origin is not stated in an acceptable form. The use of "or" and "and/or" and "may contain" is not acceptable.	11	Records do not provide the country of origin information.
4b	The country of origin is not stated in an acceptable form. The regional designation or the term, "locally grown" does not provide sufficient origin declaration.	12	Records do not provide the method of production information.
4c	The country of origin is not stated in an acceptable form. Production steps for meat muscle cuts are not present or not stated in an acceptable form.	13	Records do not provide the Supplier information. (Supplier records are required for all Traceback Items)
5	Abbreviations and variant spellings do not unmistakably indicate the country of origin.	14	Records information for country of origin as provided by supplier is not accurately conveyed to point of sale label.
6	Covered commodity is not identified with the method of production.	15	Records information for method of production as provided by supplier is not accurately conveyed to point of sale label.
7	The method of production declaration is not legible and/or is not placed in a conspicuous location.	16	Records that identify the chain of custody for the pre-labeled item were not provided within 5 business days.

**Questions? Contact the COOL Division at (202) 720-4486**

<b>Comments:</b>	
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Number of Items Reviewed		<b>Fruits</b>				Not sold in store	
<b>Non-Complying Item(s)</b>		<b>NC Codes</b>		<b>Notes</b>			
1							
2							
3							
4							
5							
6							
7							

<b>Recordkeeping</b>			
Group Assigned		Actual Group Reviewed	
Item Description (Store Label)		Item Description (Store Record)	
Country of Origin (Store Label)		Country of Origin (Store Record)	

Record Reviewed	Other	Record Transaction ID / Record Details

IPS Supplier Name		Records
IPS Supplier Address		
Additional Supplier Information		Date Due:

Number of Items Reviewed		<b>Nuts &amp; Ginseng</b>				Not sold in store	
<b>Non-Complying Item(s)</b>		<b>NC Codes</b>		<b>Notes</b>			
1							
2							
3							
4							
5							
6							
7							

<b>Recordkeeping</b>			
Group Assigned		Actual Group Reviewed	
Item Description (Store Label)		Item Description (Store Record)	
Country of Origin (Store Label)		Country of Origin (Store Record)	

Record Reviewed	Other	Record Transaction ID / Record Details

IPS Supplier Name		Records
IPS Supplier Address		
Additional Supplier Information		Date Due:

Number of Items Reviewed		Vegetables					Not sold in store	
Non-Complying Item(s)			NC Codes			Notes		
1								
2								
3								
4								
5								
6								
7								

Recordkeeping			
Group Assigned		Actual Group Reviewed	
Item Description (Store Label)		Item Description (Store Record)	
Country of Origin (Store Label)		Country of Origin (Store Record)	

Record Reviewed	Other	Record Transaction ID / Record Details

IPS Supplier Name			Records
IPS Supplier Address			
Additional Supplier Information			Date Due:

Number of Items Reviewed		Fish & Shellfish					Not sold in store	
Non-Complying Item(s)			NC Codes			Notes		
1								
2								
3								
4								
5								
6								
7								

Recordkeeping			
Group Assigned		Actual Group Reviewed	
Item Description (Store Label)		Item Description (Store Record)	
Country of Origin (Store Label)		Country of Origin (Store Record)	
Method of Production (Store Label)		Method of Production (Store Record)	

Record Reviewed	Other	Record Transaction ID / Record Details

IPS Supplier Name			Records
IPS Supplier Address			
Additional Supplier Information			Date Due:

Number of Items Reviewed		<b>Beef &amp; Veal</b>				Not sold in store	
Non-Complying Item(s)		NC Codes		Notes			
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<b>Recordkeeping</b>			
Group Assigned		Actual Group Reviewed	
Item Description (Store Label)		Item Description (Store Record)	
Country of Origin (Store Label)		Country of Origin (Store Record)	

Record Reviewed	Other	Record Transaction ID / Record Details

IPS Supplier Name		Records
IPS Supplier Address		
Additional Supplier Information		Date Due:

Number of Items Reviewed		<b>Pork</b>				Not sold in store	
Non-Complying Item(s)		NC Codes		Notes			
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<b>Recordkeeping</b>			
Group Assigned		Actual Group Reviewed	
Item Description (Store Label)		Item Description (Store Record)	
Country of Origin (Store Label)		Country of Origin (Store Record)	

Record Reviewed	Other	Record Transaction ID / Record Details

IPS Supplier Name		Records
IPS Supplier Address		
Additional Supplier Information		Date Due:

Number of Items Reviewed		<b>Chicken</b>			Not sold in store	
Non-Complying Item(s)		NC Codes			Notes	
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<b>Recordkeeping</b>			
Group Assigned		Actual Group Reviewed	
Item Description (Store Label)		Item Description (Store Record)	
Country of Origin (Store Label)		Country of Origin (Store Record)	

Record Reviewed	Other	Record Transaction ID / Record Details

IPS Supplier Name		Records
IPS Supplier Address		
Additional Supplier Information		Date Due:

Number of Items Reviewed		<b>Lamb &amp; Goat</b>			Not sold in store	
Non-Complying Item(s)		NC Codes			Notes	
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<b>Recordkeeping</b>			
Group Assigned		Actual Group Reviewed	
Item Description (Store Label)		Item Description (Store Record)	
Country of Origin (Store Label)		Country of Origin (Store Record)	

Record Reviewed	Other	Record Transaction ID / Record Details

IPS Supplier Name		Records
IPS Supplier Address		
Additional Supplier Information		Date Due:

Additional Items					
Non-Complying Item(s)		NC Codes			Notes
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<b>COOL State Manager Use ONLY</b>			
<b>Workbook Reviewed by COOL Manager:</b>		<b>Reviewed On:</b>	