



What's NEW with COOL?

Amended Final Rule

On May 24, 2013 the amended 7 CFR Part 60 and 65 Mandatory COOL Final Rule was published. This final rule changes the labeling provisions for muscle cut covered commodities of Beef/Veal, Pork, Lamb, Goat, and Chicken to provide consumers with more specific information and amends the definition for "retailer" to include any person subject to be licensed as a retailer under the Perishable Agricultural Commodities Act (PACA).

Country of Origin Notification for Muscle Cuts

Under the new final rule, country of origin designation for muscle cut covered commodities are required to include the production steps (i.e., Born, Raised, and Slaughtered) from which the meat is derived. Muscle cut covered commodities produced or packaged before May 24, 2013 are not required to include production steps. The term "commingling" refers to the allowance provided in the 2009 COOL Regulation for industry to affix one label to two or more origins of meat if the origins are processed on the same production day. The May 2013 final rule removed the allowance for commingling.

Can the Production Steps be Abbreviated?

Production steps such as born, raised and slaughtered for muscle cuts may be abbreviated as long as the abbreviations are understood by the consumer (i.e., BRN, RAISD, HVSTD). Retailers may use "Harvested" in lieu of the production step "Slaughtered." In the case of chicken muscle cut covered commodities "Hatched" may be used in lieu of production step "Born."

Examples of Acceptable Retail Country of Origin Notifications

- Born, Raised, Harvested USA
- BRN, RAISD, HVSTD USA
- Hatched USA, Raised USA, Harvested USA
- Born, Raised Canada, Slaughtered USA
- BRN, RAISD Mexico, HVSTD USA
- Born Mexico, Raised Mexico, Harvested USA

*Production Steps may be listed in any order

- Slaughtered in USA, Born and Raised in Canada



What About Imported Muscle Cuts?

Production step designations are NOT required on imported muscle cuts. Origin notifications for imported meats are regulated by the United States Customs and Border Protection (CBP). For example, lamb chops imported from Australia will include "Australia" or "Product of Australia" as the origin declaration. Both "Australia" or "Product of Australia" will be acceptable as approved by CBP at the point of entry. Retailers will be required to convey the origin as approved by CBP.

What about Ground Meats?

Labeling requirements for ground meats did not change in the new Final Rule. Retailers may continue to commingle multiple origin meats into ground meat. Production step designations are NOT required in ground meat products however they are permissible.