



UNITED TO GROW FAMILY AGRICULTURE

FOR IMMEDIATE RELEASE

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MEDIA ADVISORY: New Study Shows Economic Downturn and Other Factors - Not COOL - Caused Decline in Live Cattle Imports to the U.S.

WASHINGTON (Jan. 21, 2015) – Contrary to arguments put forward by America’s trade competitors to the World Trade Organization (WTO), an economic downturn that sapped consumer demand - not Country-of-Origin Labeling (COOL) - caused decreased demand for cattle imports to the U.S., according to a new study released today by C. Robert Taylor, Ph.D, an Auburn University Alfa eminent scholar and professor.

The study’s findings include:

- ✓ COOL has not had a significant negative effect on the price paid for imported slaughter cattle relative to comparable domestic cattle
- ✓ COOL did not negatively impact imports of slaughter cattle
- ✓ COOL did not significantly affect imports of feeder cattle

WHO: C. Robert Taylor, Ph.D.

WHAT: Media teleconference to discuss new COOL study

WHEN: Thursday, January 22, 2015 at 3:00 pm EST

DIAL-IN: U.S. Toll Free: 800-875-3456 Canadian Toll Free: 800-648-0973 International Toll: 302-607-2001

PASSCODE (to be given verbally): VR61680

QUESTIONS: Andrew Jerome, NFU, 202-314-3106

National Farmers Union has been working since 1902 to protect and enhance the economic well-being and quality of life for family farmers, ranchers and rural communities through advocating grassroots-driven policy positions adopted by its membership.