

Montana Cattlemen's Association

Press Release

Release Date: January 31, 2007
Contact person: Jeremy Seidlitz
Executive Director
(406) 259-5433
Email: js@montanacattlemen.org

COOL ON THE MOVE

Billings, MT ~ Montana Cattlemen's Association (MCA), applauds Senator Max Baucus and newly elected Senator Jon Tester for taking the lead in sponsoring legislation in the U.S. Senate to advance the implementation of mandatory Country-of-Origin Labeling to September 2007. Montana Senators Baucus and Tester have submitted this legislation (S. 404) along with senators from North and South Dakota, Iowa, New Mexico, and Wyoming. Senator Thomas from Wyoming notes that if labeling is good enough for T-shirts, it's good enough for T-bones. Senator Baucus with even a more pointed reference to mandatory COOL said, "It's a disgrace that labeling has been delayed."

Senator Baucus is a senior member of the Senate Agricultural Committee and serves as the Chairman of the Subcommittee on Marketing, Inspection, and Product Promotion. MCA President Brett DeBruycker notes, "Montana producers are fortunate to have Senator Baucus representing them on the Senate Agricultural Committee and also in his capacity as the Chairman of the influential U.S. Senate Finance Committee."

DeBruycker also reports that a companion bill has been introduced in the House to advance mandatory COOL. MCA thanks Rep. Denny Rehberg, Rep. Barbara Cubin (Wyoming), and Rep. Stephanie Herseth (S.D.) for sponsoring this bill (H.R. 357). DeBruycker remarks, "Montana's entire congressional team is supporting this measure to implement mandatory COOL in 2007." Both bills enjoy widespread bi-partisan support. MCA is proud that Montana is leading the nation on this important legislation.

Kim Baker, MCA Vice-President and rancher from Hot Springs, observed that it finally appears cattle producers will get mandatory COOL implemented. She said, "This will be a great opportunity for U.S. cattle producers to finally have the tools to differentiate our beef products from cheap, foreign imports and consumers will finally know the origin of the beef they buy. It is truly a new day for U.S. cattle producers!"

###

The Montana Cattlemen's Association is a grassroots organization working on behalf of Montana's cattle producers on issues vital to the future of our industry. MCA is dedicated to address the market interests of Montana while working to restore prosperity in rural communities by advancing the interests of agriculture in Montana. MCA is the Montana state affiliate of R-CALF USA. For more information about the Montana Cattlemen's Association, please visit www.montanacattlemen.org or call 406-259-5433.