NCBA Calls For More Flexibility In COOL Rule At Spring Conference

flexibility is needed in the country of origin labeling program in order to lessen the burden on American producers and make promotion of U.S. product the number one goal, according to comments filed April 9 by the National Cattlemen's Beef Association (NCBA).

Coinciding with its Spring Conference, which brings hundreds of cattlemen to Washington, D.C., NCBA submitted for-

WASHINGTON, D.C. — More mal comments to the USDA's Agriculture Marketing Service on the country of origin labeling interim voluntary program."Cattle producers are concerned about the burden of the country of origin labeling program that is being placed on them to certify that cattle are born and raised in the U.S.," said Eric Davis, Idaho cattle producer and president of NCBA. "You can be sure they voiced these concerns in meetings with agency officials last week.'

The comments on the voluntary program are especially important as they will most likely influence how the mandatory rule is implemented.

NCBA is calling for increased flexibility to maximize the promotional benefits of the program while minimizing the costs and burden on cattle producers.

"USDA must identify areas where flexibility exists in the interpretation of the law, and areas where the law is not flexible," the comments state.

"NCBA will seek avenues during rulemaking to lessen the burden on U.S producers, and work to make promotion of U.S. product the number one goal. " Unfortunately USDA hands are tied in many instances because the law does not provide USDA any breathing room.

In remarks last month, Agriculture Secretary Veneman said, "It is important to eliminate confusion to ensure the process doesn't cause an undue burden on the nation's food and agricultural sector.'

Producers will have an opportunity to discuss their concerns with the program at any of 12 listening sessions being planned by USDA. A meeting is scheduled for June 26 for Lancaster. All sessions will be held from 1 p.m. to 4 p.m. local time. More information is available at http:// www.ams.usda.gov/cool/.

ASI Announces Format For Sessions On Country Of Origin Labeling

CENTENNIAL, Colo. - The American Sheep Industry Association (ASI) has informed producers on the format for sessions on country-of-origin-labeling to be launched April 29 by the USDA's Agricultural Marketing Service (AMS).

Each session will run from 1 p.m. to 4 p.m. local time beginning with opening comments from a USDA official on the various aspects of the law.

The initial USDA presentation will be followed by a public input session. Any participant wishing to speak will be required to signin before the event and provide his or her name and affiliation. Speakers will present their comments in the order in which they sign in and will be allowed three minutes to deliver their remarks.

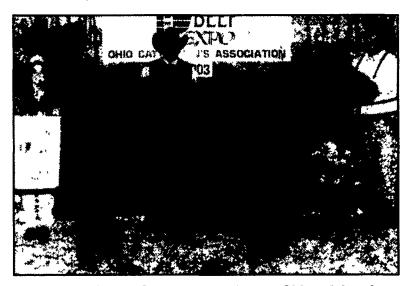
"These meetings are an excellent opportunity for growers to be heard," said American Sheep Industry Association President Guy Flora. "Anyone interested in signing up to present comments may find it advantageous to review the ASI comments before attending the meeting."

ASI's comments, along with all other comments submitted to USDA's Agricultural Marketing Service, can be viewed at www.ams.usda.gov/cool/ submissions.htm.



Angus Results From Super Star Show At Ohio Beef Expo

Sunset Valley Skymere 2408, consigned by Kimberly Evans, Gallipolis, Ohio, won grand champion female at the 2003 Ohio Angus Association Super Star Show and Sale at the Ohio Beef Expo, March 14 in Columbus, Ohio. Charles Boyd, Mays Lick, Ky., evaluated the 102 lots.



Advance Cattle Company, Nashport, Ohio, claimed reserve grand champion bull honors at the Super Star Show and Sale at the Ohio Beef Expo. March 14 in Columbus.



Weisels Lacy Skymere 1170 was named reserve grand champion female at the Ohio Angus Association Super Star Show and Sale. Megan Weisel, Louisville, Ohio was the consignor.



Maple Lane Forever 69 of Ohio captured grand champion bull honors at the Ohio Angus Association Super Star Show and Sale. Bob Hayes, Cumberland, Ohio, and Maple Lane Angus, Lagrange, Ind., consigned the bull. Charles Boyd, Mays Lick, Ky., evaluated the 102 lots.



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