

MANDATORY COUNTRY-OF-ORIGIN LABELING (COOL)

BROUGHT TO YOU BY THE MONTANA COOL COALITION

THE MT COOL COALITION IS WORKING TOGETHER WITH MONTANA RANCHERS AS WE FIGHT FOR FAIRNESS AND TRANSPARENCY IN THE MARKET. WHETHER YOU'RE AN ORGANIZATION, A CATTLE PRODUCER, OR A CONSUMER, WE OFFER YOU A WAY TO TAKE ACTION TODAY TO SUPPORT MANDATORY COUNTRY OF ORIGIN LABELING (MCOOL) FOR BEEF.

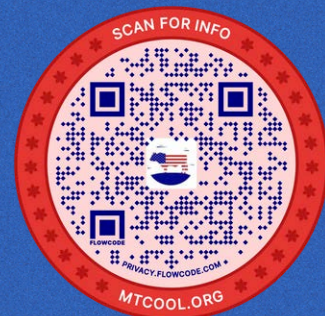
WHY IT MATTERS

Cattle producers are being forced out of business as a handful of transnational corporations are manipulating cattle markets and lying to Montana consumers. One of the ways these corporations are manipulating markets is by mislabeling where beef is born and raised. Because powerful meatpackers have manipulated the system, American ranchers are left with an unfair playing field.

WITHOUT MANDATORY COUNTRY -OF-ORIGIN LABELING

1. Only foreign corporate packers benefit
2. Ranchers face volatile markets
3. Consumers lose the right to make informed choices.

TAKE ACTION TODAY



Cattle producers:
So tell our
Congressional
delegates an email
urging them to
support mandatory
COOL.

Consumers:
So tell our
Congressional
delegates an email
urging them to
support mandatory
COOL.



LEARN MORE AT MTCOOL.ORG