

COOL Labels

Country of Origin Labels



12774

12775

120081

120082

120080



12971

120077

120078

12806



12970

12803

12804

12735



10337



500 Per Roll

10389

Overview of the Law

Section 10816 of Public Law 107-171 amended the Act to require retailers to inform consumers of the country of origin of covered commodities beginning September 30, 2004.

COOL is a retail labeling program and as such does not provide a basis for addressing food safety. The term "covered commodity" as muscle cuts of beef (including veal), lamb, and pork; ground beef, ground lamb, and ground pork; farm-raised fish and shellfish; wild fish and shellfish; perishable agricultural commodities; and peanuts.

To convey the country of origin information, the law states that retailers may use a label, stamp, mark, placard, or other clear and visible sign on the covered commodity or on the package, display, holding unit, or bin containing the commodity at the final point of sale to consumers.