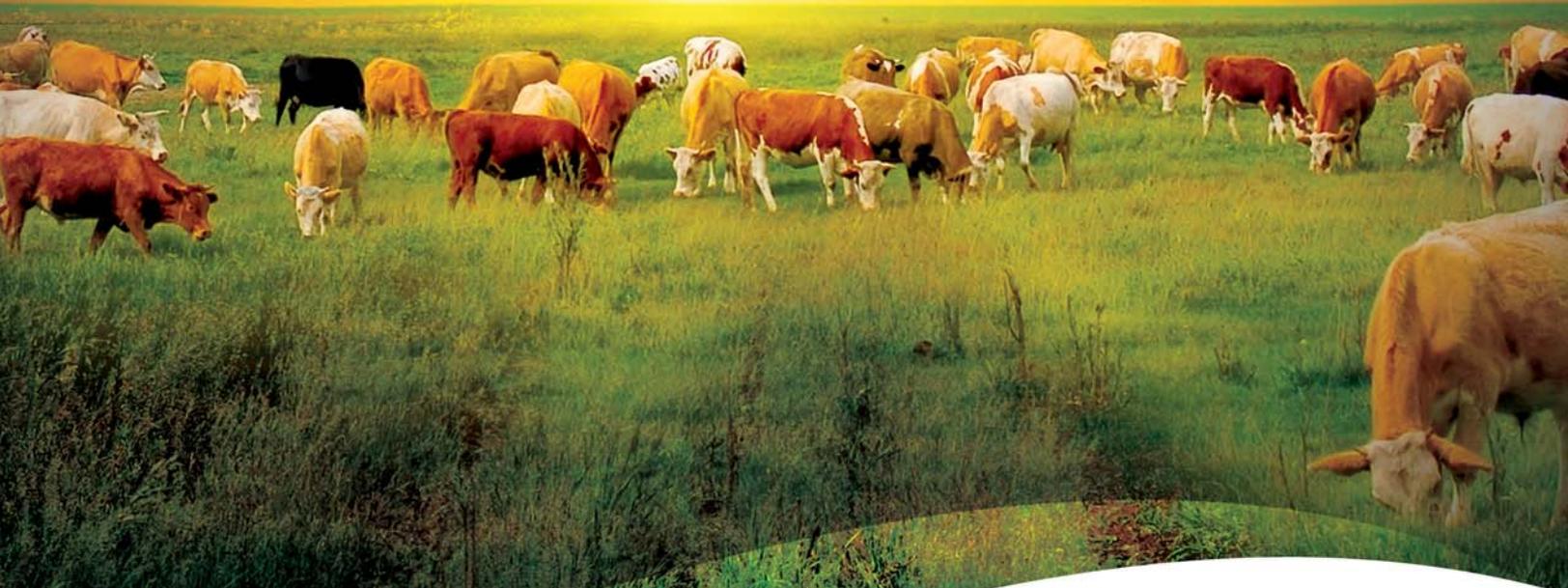




July 26, 2013

NEWSLETTER

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Update on U.S. Mandatory Country of Origin Labeling CCA RELEASE

The Canadian Cattlemen's Association (CCA), as part of a coalition of meat and livestock organizations in the U.S., Canada and Mexico, filed a motion with the U.S. District Court yesterday seeking a preliminary injunction to prevent implementation of the recently amended U.S. mandatory Country of Origin Labeling (COOL) regulation pending resolution of the coalition lawsuit filed July 8.

The coalition lawsuit asks the court to strike down the U.S. Department of Agriculture's (USDA) May 23 revision to the COOL regulation while the preliminary injunction motion seeks to block implementation of the COOL regulation pending resolution of the lawsuit. Both the lawsuit and motion for a preliminary injunction were filed with the U.S. District Court for the District of Columbia. The coalition expects that the preliminary injunction motion, filed late Thursday, will be considered within weeks, although there is no specific timeline.

The CCA is confident that the motion will be successful as it more than meets all requirements set out under U.S. law. The preliminary injunction motion argues that if the May 23 rule were to be enforced as USDA plans to do in November, it would cause irreparable harm to the U.S. meat and livestock industry and is not in the public interest.

[READ MORE HERE](#)

Upcoming Events

July 27: The 2nd Manitoba Angus Gold Show and Pen Show will be held at the Neepawa Ag Complex, Neepawa, MB. [Website](#)

August 2-4: 6th Annual Manitoba Youth Beef Round-Up, Neepawa, MB. The Round-up is an all breeds junior event offering the opportunity to participate in the cattle show, marketing, showmanship, grooming, sales talk, quiz bowl and other competitions. Contact Lois McRae at 204-728-3058 or Rilla Hunter at 204-838-2019 for information.

August 8: 12th Annual Provincial Pasture Tour, Interlake Region. [Website](#)



Photo (LtoR): MBP GM Cam Dahl and Canada Beef Inc. President Rob Meijer

A VISIT FROM CANADA BEEF INC.: MBP welcomed a visitor from Canada Beef Inc. to the office this week. Rob Meijer, President of Canada Beef Inc., along with Chuck McLean, Chair of the Board of Canada Beef via phone, updated the executive and staff of Manitoba Beef Producers on the initiatives of Canada Beef and the progress Canada Beef is making towards the goals outlined in its strategic plan during a meeting/conference call.

