



NEWS RELEASE

"The Voice of Manitoba Farmers"
203-1700 Ellice Ave. Winnipeg MB. R3H 0B1
tel: 204.697.1140 fax: 204.697.1109
kap@kap.mb.ca www.kap.mb.ca

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KAP Welcomes WTO Ruling on COOL

Winnipeg – Keystone Agricultural Producers (KAP) applauds the World Trade Organization (WTO) ruling on US Country of Origin Labelling (COOL), which found the measure to be non-compliant with obligations under the WTO Agreement.

COOL, a non-tariff barrier, came into effect in 2008 and caused significant challenges and losses for Canadian pork and beef producers.

"This ruling is a positive step toward removing the burden COOL has brought upon our producers as well as the meat sectors in Canada and the US," said Doug Chorney, KAP President. "We thank the federal government for its continued efforts in the challenge against COOL and we appreciate this win it has achieved."

KAP hopes the WTO's favourable ruling will bring about the elimination of trade impediments between Canada and the US and the unnecessary costs producers and exporters have been burdened with under COOL.

"COOL has restricted access to the US market and pushed producers on both sides of the border out of business," said Chorney. "We are pleased that there may be an end to this disruption in the supply chain and we look forward to seeing changes so that Canadian exports will not be weighed down by COOL regulations."

KAP encourages the federal government to continue its diligent work on this critical issue and to pursue numerous other trade agreements which will help secure export markets for producers in Manitoba and across Canada.

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For more information, please contact:

Doug Chorney, KAP President. Cell: (204) 785-3626.

Kristen Lucyshyn, KAP Communications. Office: (204) 697-1140. Cell: (204) 792-2661.

Keystone Agricultural Producers is Manitoba's largest general farm policy organization, representing over 7,000 farm families and 22 commodity groups throughout the province. Our strength is our democratic structure, and our mission is to represent and promote the interests of the province's farm families.