



Michigan Agri-Business Association

1501 North Shore Drive, Suite A
East Lansing, Michigan 48823

www.miagbiz.org

Telephone (517) 336-0223

Fax (517) 336-0227

FOR IMMEDIATE RELEASE: Thursday, March 26, 2015

Contact: Chuck Lippstreu
clippstreu@byrumfisk.com
517-242-5124

Michigan Agribusiness Industry Joins Canadian Leaders in Call for COOL Resolution

LANSING — **Jim Byrum**, president of the **Michigan Agri-Business Association (MABA)** today met with officials of the Consulate General of Canada, including **Consul General Douglas George**. The meeting primarily focused on the ongoing trade dispute between the United States and Canada over U.S. Country of Origin Labeling (COOL) measures.

George made the following statement following the meeting:

“COOL poses a significant challenge to the valued trade relationship between Michigan and Canada. We hope that through meaningful dialogue between stakeholders on both sides of the border, we can head off authorized retaliatory action through a legislative fix in Washington.”

Byrum made the following statement:

“The current COOL regulation has now been litigated twice in the World Trade Organization and has not withstood scrutiny. Canada is Michigan’s biggest agricultural export customer and our relationship creates jobs and opportunity on both sides of the border. It’s critical the COOL issue be resolved ahead of imminent retaliatory measures by Canada and Mexico that would hinder this critically important trade relationship.”

###