FARM POLICY DEVELOPMENTS AND POLICY TENSIONS UNDER NAFTA

Country of Origin Labeling and Traceability

Mexican Reaction

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Confederación de Porcicultores Mexicanos

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Guides...

• Berry Carpenter, USDA: Country of Origin Labeling (COOL).


• The Curious Case of MCOOL in the US 2002 Farm Bill.
On the beginning...

• Carpenter: …”the Administration will have to solve many concrete implementation aspects before the law and regulations come into effect, and…

• it's opposed by U.S. pork interests and that the U.S. pork producers (NPPC) and cattlemen’s (NCBA) associations have asked for a legislation repeal.
Where is the chicken?...

- Poultry products are, for no justifiable reason, excluded from the coverage of the legislation.
- and, of course, chicken: will not be subject to the same additional costs of compliance.
- is highly questionable and suggests that the legislation is not motivated by consumer demand as claimed by the backers...
COOL but...

• ...modifies the current trade agreements and seeks to settle to demerit any commodity under this pretended regulation.

• ...in order to take the best advantage of each countries consumer’s benefit.

• Must repealing the consumer's benefit open new trade barriers now? .
Consumer ask for Safety and Quality…

• ...has never questioned the knowledge of the origin of the product

• Foreign producers make a genuine effort to be recognized through the “Denomination of Origin”.

• Presently, import products are identified with labels by their country of origin, and

• Cool's concern products represent a very limited added offer
MEXICO: Official concern...

- Mexican governmental certification procedures based on safety and quality before being exported.

- USA places authority that verifies ON ORIGIN:
  - authorizing the facilities, ingredients, packing and labeling
  - DEA, EPA, AMS, and APHIS as FSIS just to mention a few.
  - new derived norms of the Antiterrorism Law pertaining to biological risk
Believe or not, but...

• This entire outlook now under regulation of the concerned import commodities, grant the consumer greater security than the products characteristic of the USA.

• As net pork importers: strongly demand and pursue for a Labeling Origin Regulation on imported pork in Mexico (HOMOLOGATION?)
COOL invite...

• an invitation that the private industry looks for not just for NAFTA but for the rest of the world

• Professor Kerr already reminded us of the recently protest by the American government and of the meat industry against the government of South Korea as they sought to seek the same measure of origin of country labeling
### OFFICIAL STATISCAL DIFFERENCES AMONG PORK TRADE MEXICO AND USA

#### 1998 - 2002 PORK MEAT IN 6 DIGITS

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<tr>
<th>MEXICO</th>
<th>IMPORT</th>
<th>1998</th>
<th>1999</th>
<th>2000</th>
<th>2001</th>
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**TOTAL**

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<tr>
<th>USA</th>
<th>EXPORT TO MEXICO</th>
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</table>

**TOTAL**

|        |                  | 203    | 43,793 | 51,460 | 91,349 | 99,603 | 77,007 |

**DIFFERENCES = MX (-) US**

|        |                  | 60,922 | 86,094 | 117,114| 117,445| 166,795|
to conclude:

• …under NAFTA, the legislature process should have evaluated the impact that commercial partners have on each other, or

• …is it an exclusion consideration for Canada and México not specified at a present publication?
...what really want?

- COOL, is leading us in an opposite sense toward a North American integration interest

- We should move forward in coming closer toward a common agricultural policy for the region that genuinely assures a healthy integration in benefit of the whole region.
• FARM POLICY DEVELOPMENTS AND POLICY TENSIONS UNDER NAFTA

• Policy Disputes Information Consortium

THANK YOU