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MEDIA ADVISORY

May 2, 2013

Contact: Maggie Henderson (202) 454-5108

Press Teleconference Today at 10 a.m.: As President Obama Travels to Mexico, Will He Ask President Pena Nieto to Accept the Obama Administration's Proposed Changes to Popular U.S. Country-of-Origin Meat Labels Against Which Mexico Won a WTO Ruling?

WHAT: With three weeks remaining before the U.S. Department of Agriculture must issue its final rule on country-of-origin labeling (COOL) to come into compliance with a World Trade Organization ruling, President Obama will meet with Mexican President Pena Nieto in his first official Latin American trip since June 2012 to discuss trade, among other topics. Mexico and Canada in 2012 won a WTO challenge against the popular U.S. consumer labeling system, claiming COOL unfairly discriminates against WTO member countries. The United States must inform the WTO by May 24 about how it will bring the COOL policy into compliance with WTO rules. Canadian officials have indicated that the pending U.S. proposal is not acceptable. Mexico has not yet responded.

Will President Obama discuss resolution of the COOL WTO dispute with President Pena Nieto on the trip, considering the looming deadline? Will Mexico agree to the U.S. proposal, or move towards imposing trade sanctions against the United States on the matter?

Consumer and producer groups will speak on the proposed changes and their implications for consumers, farmers and ranchers, and the general public in a press teleconference.

WHO: Lori Wallach, Director, Public Citizen's Global Trade Watch
Roger Johnson, President, National Farmers Union
Jon Wooster, President, U.S. Cattlemen's Association
Patty Lovera, Assistant Director, Food & Water Watch

WHEN: 10 a.m. EDT Thursday, May 2

WHERE: U.S.: 800-874-4559
Canadian: 800-696-0876
International: 302-607-2019

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