

COOL Is Set To Begin, But The Rules May Be Changing Again

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Tuesday, September 30 is the day for initial implementation of mandatory country of origin labeling in the U.S. Much of the past few weeks has been a rapidly evolving picture of the details and the implications of COOL for various industry sectors. As of Friday, September 26, it appears that significant changes to COOL may occur at the eleventh hour and recent information about COOL requirements is subject to change. Producers should prepare for COOL implementation but recognize that the requirements may yet change. The situation should be closely monitored in the next few days/weeks.

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