

October 28, 2026

The Honourable Anita Anand
Minister of Foreign Affairs

The Honourable Dominic LeBlanc
Minister responsible for Canada-U.S. Trade, Intergovernmental Affairs, Internal Trade
and One Canadian Economy

The Honourable Heath MacDonald
Minister of Agriculture and Agri-Food

The Honourable Marjorie Michel
Minister of Health

RE: Addressing 60-day residency guidelines associated with Product of Canada labelling

Dear Honourable Ministers,

We write to you on a matter of some urgency. Canada's successful outcome at the WTO against US Mandatory Country of Origin Labeling (mCOOL) was an important victory for the Canadian red meat industry. However, as you will be aware, there are now serious efforts in both the US congress and administration to reimpose mCOOL on beef. This represents a major threat to the Canadian beef industry.

The Canadian beef industry is engaged in advocacy efforts against mCOOL in the US, but these efforts are being impacted by the current "Product of Canada" guideline that requires cattle to be in Canada for at least 60 days for the meat from those cattle to be eligible for a "Product of Canada" label. This requirement is inconsistent with the widely accepted international standard that slaughter *alone* confers origin to a meat product. Importantly, it undermines our credibility in offering such a standard as an alternative to the "born, raised, and slaughtered" standard currently being proposed in the US.

It has long been the Canadian beef industry's position that the 60-day residency requirement should be removed. CFIA has committed in the past to reviewing the labelling guideline for imported cattle. The agency has emphasized that to make changes to the residency requirement, all industry stakeholders must be consulted.

The red meat industry is fully aligned in removing the 60-day residency requirement. These guidelines pertain only to the beef sector and represent a major risk to the industry. Considering the potential resurgence of mCOOL –time is of the essence. mCOOL would cost Canadian beef producers, the Government of Canada and Canadian consumers millions of dollars. The risk is not worth the cost.

Furthermore, eliminating the 60-day residency requirement does not present a food safety issue nor a major labelling change. Rather, it reflects the integrated nature of the Canada-US beef supply chain. Cattle may move across the Canada-US border multiple times before becoming the beef product consumers enjoy. In 2025 alone, exports of cattle from Canada to the US totaled 704,384 head while the US exported 544,524 head of cattle to Canada, virtually all of which were feeders. At the same time Canada imported \$874 million worth of US beef and exported \$3 billion worth of beef to the US.

The 60-day residency requirement is an unnecessary regulatory burden on business that provides no tangible benefit to industry or consumers while creating a significant trade risk. As the *Cutting Red Tape for All Canadians Act* clearly states, a well-functioning regulatory system is responsive and flexible.

Therefore, we urge the Government of Canada to promptly repeal the 60-day residency requirement.

We are available to discuss this matter further at your convenience.

Sincerely,



Tyler Fulton, President
Canadian Cattle Association



Kyle Larkin, President & CEO
Canadian Meat Council



Brad Deeleeuw, Chair
National Cattle Feeders' Association