

United States Senate

WASHINGTON, DC 20510

COMMITTEES:
APPROPRIATIONS
ARMED SERVICES
BANKING, HOUSING, AND
URBAN AFFAIRS
SELECT COMMITTEE ON
INTELLIGENCE
INDIAN AFFAIRS

June 13, 2025

The Honorable Brooke Rollins
Secretary
U.S. Department of Agriculture
1400 Independence Ave, SW
Washington, DC 20250

Dear Secretary Rollins,

For decades, American cattlemen have produced the highest-quality beef in the world. This has created strong demand for American beef not only in domestic markets, but also across the globe.

Since the repeal of Mandatory Country of Origin Labeling (MCOOL) in 2015, Americans have consumed increasing amounts of foreign beef. Moreover, many Americans are unknowingly buying beef without transparent or reliable country-of-origin information. This practice has not only disadvantaged American producers, but also misled consumers.

Following the repeal, both producers and consumers called for the reinstatement of MCOOL. In response, a handful of transnational meatpacking companies lobbied policymakers to preserve the current labeling system. At the same time, these companies have increased beef imports into the United States. This is a system that is neither fair nor sustainable.

For almost a century, U.S. trade law has required the majority of imported products to bear a country of origin label. There is no reason why this same level of transparency should not exist within our beef labeling system.

While Congress is prepared to address MCOOL as part of the upcoming Farm Bill, federal agencies must also play a leadership role. We urge you to work with U.S. trade officials to develop a feasible framework for reinstating MCOOL for beef and to examine the deceptive practices currently distorting our beef markets.

Our American producers work hard every day to produce the highest quality beef in the world. They battle the wind, the rain, the snow and the sun. Foreign governments and multinational meatpacking companies should not determine the fate of the American family ranching system.

Thank you for your consideration. We look forward to collaborating with you on this issue.

Sincerely,



M. Michael Rounds
United States Senator