



2026 FARM BILL PRIORITIES

RESTORE MANDATORY COUNTRY-OF-ORIGIN LABELING (MCOOL) FOR BEEF

Restore MCOOL requirements for beef to level the playing field for U.S. ranchers and give consumers the information they need to support them.

Food labels are a critical part of our food system. Accurate and transparent labels help farmers earn a fair price and give consumers the information they need to support local producers, which is increasingly important to Americans.

Until Congress repealed MCOOL for beef in 2015, all meat labels were required to show where animals were born, raised, and slaughtered. Since its repeal, beef imports have climbed to record highs, and multinational meatpackers have sold imported beef as if it were U.S.-raised, misleading consumers and undercutting American ranchers.

While USDA's new voluntary "Product of USA" label is a step forward, many consumers mistakenly believe USDA inspection labels mean beef was raised in the United States. With just four companies controlling 85% of the U.S. beef industry, clear labeling is critical for ensuring fair competition for U.S. ranchers.

Restoring MCOOL for beef would restore transparency to a highly consolidated market—giving consumers the ability to distinguish U.S. beef from imports and giving ranchers a fair chance to compete. By preventing imported beef from being passed off as domestic, MCOOL strengthens price signals, incentivizes herd rebuilding, and helps rebuild secure, resilient beef supply chains at home.

Aligned Legislative Proposals:

- **American Beef Labeling Act (S.421) & Country of Origin Labeling Enforcement Act (H.R.5818)**

These bills would reinstate MCOOL for beef.

Contact Caroline Nodus at cnodus@farmaction.us for more information.