



June 8, 2015

The Honorable K. Michael Conaway  
Chairman  
House Committee on Agriculture  
United States House of Representatives  
Washington, DC 20515

The Honorable Collin Peterson  
Ranking Member  
House Committee on Agriculture  
United States House of Representatives  
Washington, DC 20515

Dear Chairman Conaway and Ranking Member Peterson:

Produce Marketing Association is the largest trade association representing companies in the fresh produce industry globally. We represent more than 2,700 member companies in 45 countries. Our members operate at every level in the supply chain from growing to shipping, processing, distribution, wholesaling, retail, and foodservice. In the United States, our members handle more than 90 percent of fresh produce sold to U.S. consumers. PMA's members supply the global marketplace with affordable and abundant fresh produce year-round and, as a result, they are dependent upon an international trading system which is fair, transparent and reliable.

We appreciate the House Agriculture Committee's efforts to respond to the recent World Trade Organization (WTO) ruling against the United States' country-of-origin labeling (COOL) requirements for beef, pork and chicken by repealing the relevant statutes which mandate this program.

Canada and Mexico, which prevailed in the WTO, have announced their intention to impose \$3.7 billion in retaliatory tariffs on a number of products, including produce, from the United States. Like most of the organizations that represent targeted products, our members stand to be collateral damage in a program from which they derive no benefit. U.S. produce exporters now face retaliation in these important markets which not only jeopardize sales once the tariffs are imposed, but they have threaten these important markets immediately because the uncertainty that long-term contracts face given the amount of time that the WTO has to approve the retaliation requests.

Canada previously announced that apples and cherries were among the products under consideration for retaliation. Although Mexico has not identified products for COOL retaliation, in past cases, products such as apples, pears, potatoes, almonds, grapes, strawberries, onions, pistachios, cabbage, cherries, oranges, grapefruits, apricots, dates and peas have been targets. In all, we estimate that more than \$1 billion in annual produce exports could be lost.

We urge Congress to protect important export markets in Canada and Mexico by acting quickly to approve H.R. 2393, a bill to amend the Agricultural Marketing Act of 1946 to repeal country-of-origin labeling requirements with respect to beef, pork, and chicken.

Sincerely,

Bryan Silbermann  
Produce Marketing Association, CEO