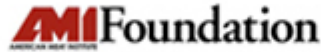




Complying With Country of Origin Labeling Laws

A Workshop Presented by



AUGUST 12 • BALTIMORE

AUGUST 13 • CHICAGO

AUGUST 14 • SAN JOSE

A Special Workshop for Retailers, Produce and Meat Suppliers!

Join Your Business Partners To Learn How COOL Affects You

Learn the New Rules on COOL from USDA and Industry Experts

Find Practical Solutions Shared by Customers and Suppliers

USDA will soon issue new country of origin labeling (COOL) regulations that will take effect on September 30, 2008. In order to implement the law efficiently and effectively, suppliers and retailers will need to work together to provide country of origin information for a wide range of products, including fresh and frozen beef, pork, lamb, and chicken, as well as fresh and frozen fruits and vegetables.

To ensure that retailer and suppliers both understand the new regulations and work together to discuss the impact on your business, the American Meat Institute, United Fresh Produce Association, and Food Marketing Institute are holding three joint workshops to explain how to comply with the COOL laws. Workshops will be held at convenient airport hotel locations August 12 in Baltimore, MD, August 13 in Chicago, IL and August 14 in San Jose, CA.

Attending one of these workshops is the **ONLY** opportunity for retailers and suppliers to sit side by side to learn about these laws and how to implement them together.

For All Participants:

- Hear directly from USDA experts who've written the regulations
- Get direct answers to your questions
- Talk with industry legal and business experts about compliance with the law, and supply chain efficiency

For Retailers:

- Learn about the COOL regulations for both meat and produce in one setting
- Interact with key suppliers to understand how they can help you implement the rules

For Produce and Meat Suppliers:

- Get on the same page with your customers in understanding what's required
- Talk with retailers directly about operational efficiencies to implement COOL

**The most cost-effective way to be sure you can
comply with the new rules, and understand
what your supply chain partners will expect.**

Workshop Registration Only \$195

All workshops will feature meat sessions from 9:00 a.m.-12:00 noon; lunch from 12:00-1:00 p.m.; and produce sessions from 1:00 p.m.-4:00 p.m. Registration includes both morning and afternoon sessions, and lunch is included.

August 12, 2008
Four Points Sheraton
[Baltimore, Maryland](#)

August 13, 2008
Hyatt Regency O'Hare
[Chicago, Illinois](#)

August 14, 2008
Wyndam Hotel
[San Jose, California](#)

(Click on the location above to register)

Space is limited – register today!

American Meat Institute
202-587-4200
www.meatami.com

Food Marketing Institute
202-452-8444
www.fmi.org

United Fresh Produce Association
202-303-3400
www.unitedfresh.org