



USDA's existing COOL program is trusted by consumers

Produce quality and choice are important to shoppers,¹ and the existing USDA Country-of-Origin Labeling (COOL) program ensures that Americans have year-round access to the freshest, safest, most affordable produce, like blueberries and peppers, from local farmers during the spring and summer growing seasons and from South American producers in the winter.

COOL Online Act is duplicative and unnecessary

The proposed COOL Online Act would unnecessarily replace this successful USDA system – which provides maximum choice, flexibility, familiarity, and cost savings to shoppers, grocers, and agricultural producers with near 100% compliance – with a new, costly and unfamiliar secondary enforcement system from a new regulatory body – the Federal Trade Commission (FTC).



Grocers want to keep existing COOL labeling

The COOL Online Act would require food retailers to list the country of origin for each product on their website, forcing grocers to potentially source produce (such as blueberries) from just a single location to remain compliant. The new COOL Online Act would jeopardize their ability to offer consumers year-round access to fresh produce as it would require direct matching to the potential product source prior to purchase.

Increased costs would hurt SNAP customers

The COOL Online Act would also have negative consequences for food security across America by creating significant extra and unnecessary costs for retailers participating in SNAP online purchasing, which would increase prices for fresh produce for cost-conscious SNAP customers.



June - August



January - March

The COOL Online Act requirement is a solution in search of a problem

American shoppers prioritize high-quality produce that is locally grown in season and sourced fresh from reputable producers worldwide to ensure year-round availability. The USDA's existing COOL program works well, provides maximum flexibility and choice, and is familiar to American grocery shoppers.

We urge you to oppose this duplicative, burdensome proposal and support your agricultural producers, food retailers and American consumers.