

PRESS STATEMENT

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American farmers and ranchers applaud reintroduction of bipartisan Beef Labeling Act

The ALBA has the potential to provide much-needed transparency for consumers and fair prices for ranchers.

BILLINGS, Mont. — On February 5th 2025, Senate Majority Leader John Thune (R-SD) and Senators Cory Booker (D-NJ), Mike Rounds (R-SD), Martin Heinrich (D-MN), Cynthia Lummis (R-WY), John Fetterman (D-PA), and John Hoeven (R-ND) reintroduced the American Beef Labeling Act (S-421). If passed, this bipartisan bill would reinstate mandatory country-of-origin labeling (COOL) requirements for beef leading to more transparency for consumers and equal footing for American farmers and ranchers.

“We are most appreciative to Senator Thune for introducing Country of Origin Labeling for beef as he promised America’s consumers and cattle producers,” **Said Gilles Stockton, rancher from Grass Range, Montana, and Northern Plains Resource Council member.**

The legislation mandates that the Office of the U.S. Trade Representative (USTR) develop a means of reinstating COOL which complies with the World Trade Organization. If passed, the USTR and the Department of Agriculture (USDA) have one year to come to terms with our trade partners and implement COOL.

The Western Organization of Resource Councils applauds the reintroduction of the Act and encourages elected leaders of both parties to endorse the bill and pass it without delay.

The American Beef Labeling Act aims to support American ranchers and provide consumers with clear information regarding the origin of their beef. By reinstating these labeling requirements, the bill seeks to enable U.S. beef producers to compete more fairly with multinational corporations by ensuring American consumers have clear choices about where the beef they purchase really comes from.

Stockton said. “Consumers deserve the right to know where the beef they purchase comes from and ranchers like me deserve the right to compete in a free and transparent market.”

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[Northern Plains Resource Council](#) is a grassroots conservation and family agriculture group that organizes Montanans to protect our water quality, family farms and ranches, and unique quality of life.

[The Western Organization of Resource Councils \(WORC\)](#) is a network of ten grassroots organizations in eight Western states with 22,750 members, many of them ranchers and farmers committed to common-sense reform in agriculture, oil and gas development, coal mine reclamation, and rural economic development. Headquartered in Billings, Mont., WORC also has an office in Washington, D.C.