

ocm
Organization for
Competitive Markets

Board of Directors

April 9, 2018

Mike Weaver
Fort Seybert, WV
President

U.S. Department of Agriculture
Food Safety and Inspection Service
1400 Independence Avenue, SW
Washington, D.C. 20250-3700

Don Stull
Lawrence, KS
Vice President

Attention: Ms. Mary Porretta, Petitions Manager
Mr. Matthew Michael, Director, Issuances Staff, Office of Policy and Program
Development

Judith Heffernan
Rocheport, MO
Secretary

Re: Comments in support of Petition 18-01

Vaughn Meyer
Reva, SD
Treasurer

Ms. Porretta and Mr. Michael:

Mike Callicrate
St. Francis, KS
Past President

The Organization for Competitive Markets (OCM) submits the following comments in support of Petition 18-01 filed by United States Cattlemen's Association (USCA). OCM recognizes the value U.S. consumers place on accurate, transparent labeling in making their food choices. Many of America's family farmers and ranchers have been able to sustain the profitability of their independent family farms and ranches by recognizing consumer demands for differentiated products and raising, producing and selling into these markets with the use of accurate and transparent labeling.

John Boyd, Jr.
Baskerville, VA

Consumers who demand meat produced from livestock and consumers who demand alternative proteins produced from other sources deserve to have labels that reflect their market preference. This is especially important to those consumers who are already making their buying choices based on the traditional use of label terms of "meat," "beef," "chicken," or other traditional forms of protein derived from the flesh of animals.

Jonathan Buttram
Albertville, AL

All consumers should have the right to be fully informed about the source of the protein so that they can express their choice with their consumer dollars.

Al Davis
Hyannis, NE

John Hansen
Lincoln, NE

To ensure the sustainability of America's independent family farmers and ranchers and to continue to afford consumers a clear choice in the market, we strongly support USCA's petition.

Joe Logan
Kinsman, OH

Paul Muegge
Tonkawa, OK

Sincerely,

Chris Petersen
Clear Lake, IA



Joe Maxwell
Executive Director
Organization for Competitive Markets