

**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