

Module 2

Preparing for the Review (Step 1)

COOL Retail Reviewer Training Course



Training Materials

- All training materials will be posted to the Resource page located in ProProfs. Learner will be able to download the following:
 - Module 1-6 Power Point Presentation & Lesson Plan
 - Initial & Follow-up Surveillance Review Procedures
 - Initial & Follow-up EXCEL Workbook
 - Records Request Form
 - NC Code & Records Gathering Card



Refresh Your Skills

- Review the following:
 - [COOL Part 60 and 65 Regulatory Requirements](#)
 - COOL Initial Retail Surveillance Review Procedures
 - COOL Initial Retail Surveillance Review – Excel Workbook
 - COOL Follow-up Retail Surveillance Review Procedures
 - COOL Follow-Up Retail Surveillance Review – Excel Workbook
 - Module 1-6 Power Point Presentation or Lesson Plan
 - NC Codes that apply to the Retail Review (Initial or Follow-up) being conducted.



Excel Workbook

- COOL Initial and Follow-up retail review workbook will be posted to the Forms section of the COOL website:

www.ams.usda.gov/cool

Country of Origin Labeling (COOL) <ul style="list-style-type: none">OverviewPacked Honey COOLQuestions & AnswersEducation & TrainingCompliance & EnforcementOther Federal Agency Rulings Related to COOLForms	COOL Forms <ul style="list-style-type: none">• 2016 COOL Workbook for Follow Up Reviews (xls)• 2016 COOL Initial Retail Review Workbook (xls)• View and update the COOL Corporate Contact Designation Form• View the COOL Request for Reimbursement (state agencies only) Form – SF-270 (pdf)	News & Announcements <ul style="list-style-type: none">• 03/23 USDA Seeks Nominees for United Sorghum Checkoff Program Board• 03/16 USDA Seeks Nominees for American Lamb Board• 03/15 USDA Proposes to Amend the Beef Promotion and Research Order; Invites Public Comments <p>View all news & announcements ></p>
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Retail Review Assignment

- Reviewer will receive the list of retail stores from their designated COOL State Manager. The retail review assignment will include the following:
 - Retail Review File Name
 - Previous Year's File Name (applicable to follow-up reviews only)
 - Six (6) recordkeeping assignment letters (applicable to follow-up reviews only)
 - Store Name
 - Store Physical Address
 - Store Phone Number



Verify Retailer is OPEN for Business

- Prior to traveling to the retail store location, **Reviewer must call the store to verify it continues to be open for business.**
- This process ensures COOL funds are appropriately used toward conducting retail surveillance reviews.
- If the store is found closed before traveling to retail store location, contact your designated State Manager and COOL Regional Specialist.

****COOL will NOT reimburse States for Retail stores that are found closed prior to traveling on location.****



Retail Review File Name

- The retail review file name will determine if the review will be an Initial or Follow-up review.
- The file name includes 5 important characteristics. For example, take the file name CA 18 N2633A.
 - **CA** – Describes the state abbreviations where the retailer is located.
 - **18** – Describes the fiscal year the review is being conducted.
 - **N** – Identifies the type of review that must be conducted at retail. In the example above “N” signifies an initial retail surveillance review will be conducted. If this letter is “F”, then a follow-up retail review must be conducted at the retail store location
 - **2633** – This is a unique identifier assigned by the COOL Division.
 - **A** – Describes the series of reviews assigned to the state cooperator. There are fiscal years where states are provided with more than one retail assignment list

Excel Workbook



Workbook Overview

- Both the Initial and Follow-up Workbook (Excel) contain two (2) tabs:
 - **Information Form** – includes summary of regulatory requirements and possible findings.
 - **Checklist** – includes findings (and recordkeeping, if applicable)



Workbook Overview – Checklist Tab

- Initial Review Checklist



- Follow-up Review Checklist





Workbook Overview – Checklist Tab

Information entered in the Review Checklist tab will automatically populate in the Information Form.

What is the difference
between an Initial and
Follow-up Checklist?



Initial Retail Review Workbook

- The Initial Retail Review Checklist contains:
 - 6 commodity category sections to record findings
 - 5 interview questions to assess retailer compliance with recordkeeping requirements

USDA Agricultural Marketing Service		Food Disclosure and Labeling Division		1400 Independence Avenue, SW. Room 2614-S, STOP 0216 Washington, DC 20250-0216		Checklist
Country of Origin Labeling (COOL) Initial Retail Surveillance Review						
Review Number	DC 17 N2345A	Reviewer's Name	Frank Smith			
Date Reviewed	4/11/2017	Reviewer's Email	frank.smith@state.gov			
Store Name	Bob's Supermarket	Reviewer's Phone Number	(202) 567-0987			
Store ID Number	1234	Store Representative	David Jones			
Physical Address	123 Main Street	Responsible Authority's Name	Mr. Bob	Jones		
City, State ZIP	Washington, D.C. 20005	Responsible Authority's Position	Store Manager			
Store Phone Number	(202) 324-4030	Responsible Authority's Email	bobjones3@bobsupermarket.com			
Corporate Contact Email	bigbobsupermarket@many.com	Findings Identified?	Yes			

This review is conducted in accordance with the requirements contained in the Mandatory Country of Origin Labeling Final Rule

Title 7



Follow-up Retail Review Workbook

- The Follow-up Retail Review Checklist contains:
 - 6 commodity category sections to record findings
 - 6 records

	Agricultural Marketing Service	Food Disclosure and Labeling Division	1400 Independence Avenue, SW. Room 2614-S, STOP 0216 Washington, DC 20250-0216	Checklist
Country of Origin Labeling (COOL) Follow-up Retail Surveillance Review				
Review Number	WI 17 F7920B	Reviewer's Name	John Smith	
Date Reviewed	4/11/2017	Reviewer's Email	john.smith@state.gov	
Store Name	Gordys ABC Market	Reviewer's Phone Number	(715) 000-0000	
Store ID Number	123	Store Representative	Michael Clark	
Physical Address	987 Downtown Street	Responsible Authority's Name	Ms. Renee	Clark
City, State ZIP	Eagle River, Wisconsin 54521	Responsible Authority's Position	Store Owner	
Store Phone Number	(715) 000-0001	Responsible Authority's Email	renee.clark@fake.store.com	
Corporate Contact Email	Gordys-ABCStore@fake.store.com	Findings Identified?	Yes	
<i>This review is conducted in accordance with the requirements contained in the Mandatory Country of Origin Labeling Final Rule CFR Part 60 and 65, as amended through March 2, 2015.</i> <i>The results of this review are not official until reviewed by the COOL Division Director.</i>				Title 7

Preparing Excel Workbook



Prepare Excel Workbook

- When preparing to conduct a retail surveillance review, Reviewer must:
 - Verify the store is open for business.
 - Based on the file name, identify the type of workbook required to conduct the retail review.
 - When conducting follow-up retail reviews, reviewer must be familiar with the previous year's workbook and findings. While conducting the follow-up review he/she must verify if all previous findings have been corrected.
 - Navigate to the Checklist tab and enter the retailer information provided in the Retail Review Assignment list.
 - Save and print a copy of the Information Form and Checklist.
 - You are now ready to travel to the retail store location and conduct the review.



Thank you for completing
Module 2!