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December 19, 2023

The Honorable Tom Vilsack
Secretary
U.S. Department of Agriculture
1400 Independence Ave., S.W.
Washington, D.C. 20250

Re: Transparency in Poultry Grower Contracting and Tournaments; Final Rule; RIN 0581-AE03; 87 Fed. Reg. 34980 (November 28, 2023).

Dear Secretary Vilsack,

The National Chicken Council respectfully requests that the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) grant no less than a 180-day extension of the implementation date for the above-referenced Final Rule (henceforth, "the rule"). For the several reasons set forth below, we believe such an extension is necessary.

The rule establishes numerous additional disclosure requirements, changes what provisions must be included in contracts, introduces various open-ended and novel definitions and terms, requires companies establish entire oversight systems from scratch, and injects significant ambiguity regarding compliance. By providing just 75 days to implement the rule, AMS has dramatically underestimated the number of people involved, hourly rates, and time required of compliance officers, regulatory consultants, attorneys, executives, and other services required to implement the rule.

As such, we respectfully request that AMS extend the implementation date of the rule no less than 180 days after its official publication in the *Federal Register*. Doing so would allow stakeholders time to thoroughly understand and comply with the rule's many requirements.

Additionally, in light of these ambiguities, the overarching complexity of implementing the Final Rule's requirements, and other considerations, NCC in an attached appendix is requesting that AMS provide guidance regarding implementation of the Final Rule as soon as possible, well before the Final Rule is to take effect. Without AMS's feedback on this appendix, it will be extremely difficult for industry to prepare for the effective date of the Final Rule.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Mike Brown', with a long horizontal flourish extending to the right.

Mike Brown
President
National Chicken Council

Cc: Bruce Summers, Administrator, USDA Agricultural Marketing Service

S. Brett Offutt, Chief Legal Officer and Policy Advisor, Packers and Stockyards Division, USDA
Agricultural Marketing Service Fair Trade Practices Program

Andy Green, Senior Advisor for Fair and Competitive Markets, USDA