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Good Afternoon-

For the record my name is Jerome Rosa and I am the Executive Director of the Oregon Cattlemen's Association. Beef is once again Oregon's largest agricultural product at over \$977 million dollars.

Product labels are a defining feature of the shopping experience for consumers. Whether the product is food or another consumer good, or if the venue is in person or online, labels are designed to communicate specific product characteristics and attributes. Manufacturers, advertisers, and retailers all understand the value a label can deliver.

Our legal system requires fair and accurate product labels. It makes clear that words and claims matter. In this spirit, critical steps must be taken to ensure that lab-grown, fake meat labels are fair and accurate.

First, lab-grown fake meat labels should be held to the same standards as other meat labels. To compete directly with real meat, only Government oversight can adequately ensure this outcome.

Some proponents of the lab-to-fork industry have already begun to engage in misleading marketing efforts that promote unfounded claims about their products and disparage real beef. These advocates are unapologetic about their desire to enhance consumer acceptance of lab-grown fake meat products. They are not concerned with the accuracy of terms such as "clean meat," which have no scientific basis.

Lab-grown fake meat manufacturers must not be permitted to use the term "beef" and any associated nomenclature. OCA firmly believes that the term "beef" should only be applicable to products derived from livestock raised by farmers and ranchers.

Producers in the beef industry have worked hard to build our brand and differentiate our products. Consumers have come to expect satisfaction and a high-quality eating experience from real beef. The manufacturers of lab-grown products should be required to invest in their own market development efforts, not ride the coattails of beef's success.

As lab-grown fake meat products seek to differentiate themselves to consumers, OCA encourages ODA to consider developing a state standard of identity for these products, as well as appropriate labeling descriptors, as that is the best way to promote honesty and fair dealing in the interest of consumers.

Thank you again for the opportunity to provide comment. OCA looks forward to engaging with ODA in this process moving forward.

Jerome Rosa  
Executive Director

*~ Voice of the Oregon Cattle Industry Since 1913 ~*



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State	Bill Number	Status	Title/Description
Alabama	HB 518	Enacted	Agriculture, to provide that lab grown meat may not be labeled for sale as "meat" or a "meat product", Sec. 2-17-10 am'd.
Arkansas	HB 1407	Enacted	To Require Truth In Labeling Of Agricultural Products That Are Edible By Humans.
Colorado	HR 1005	Enacted	Cultured Meat Misbranding Terms - Concerning giving consumers notice of cell-cultured meat products.
Kentucky	HB 311	Enacted	Amend KRS 217.035 to include any food product that purports to be or is represented as meat or a meat product that contains any cultured animal tissue produced from in vitro animal cell cultures outside of the organism from which it is derived.
Kentucky	HR 105	Enacted	Urge the United States Congress to enact legislation granting the United States Department of Agriculture jurisdiction over labeling requirements for imitation meat products.
Mississippi	SB 2922	Enacted	An Act To Amend Section 75-35-15, Mississippi Code Of 1972 To Provide That A Food Product That Contains Cultured Animal Tissue Produced From Animal Cell Cultures Outside Of The Organism From Which It Is Derived Shall Not Be Labeled As Meat Or A Meat Food Product; To Provide That A Plant-based Or Insect-based Food Product Shall Not Be Labeled As A Meat Or Meat Food Product; And For Related Purposes.
Missouri	SB 977	Enacted	Meat from harvested livestock or poultry: This bill prohibits labeling, advertising or other sales promotion that represents a product as "meat," or any synonymous term for meat.
Montana	HB 327	Enacted	Real Meat Act
North Dakota	H Con Res 3024	Enacted	A concurrent resolution urging Congress to amend federal law, policies, and regulations relating to food safety and labeling to allow for standards and criteria to differentiate food products derived from animal products from those derived from laboratory-produced, cell-cultured meat products.

North Dakota	HB 1400	Enacted	AN ACT to create and enact section 4.1-31-05.1 and a new section to chapter 19-02.1 of the North Dakota Century Code, relating to misrepresenting nonmeat as a meat food product; to amend and reenact section 4.1-31-01 of the North Dakota Century Code, relating to the definition of meat and the nomenclature of edible meat products; and to provide a penalty.
Oklahoma	HB 2052	Enacted	Agriculture; prohibiting the misrepresentation of certain products as meat; effective date.
South Carolina	HB 4245	Enacted	Provide It Is Unlawful To Advertise, Sell, Label, Or Misrepresent As "meat" Or "clean Meat" All Or Part Of A Carcass That Is Cell-cultured Meat/protein, Or Is Not Derived From Harvested Production Livestock Or Poultry, And To Provide A Penalty.
South Dakota	SB 68	Enacted	Define certain acts as misbranding of food products.
Wyoming	SB 68	Enacted	Meat from harvested livestock or poultry: This bill prohibits labeling, advertising or other sales promotion that represents a product as "meat," or any synonymous term for meat, or a specific animal species, unless that product meets the definition for "meat" as provided in the bill and is derived from harvested livestock, poultry, wildlife or exotic livestock. The bill requires cell cultured or plant-based products that do not meet the definition of "meat" and are not derived from harvested animals to be clearly labeled to indicate that the products are cell cultured or plant-based.