

FAIR LABELS ACT of 2024

Senator Roger Marshall invites you to join the Fair and Accurate Ingredient Representation on Labels Act of 2024 to ensure plant protein imitation meat/poultry and cell-cultured protein is accurately labeled.

Plant Protein Imitation Meat/Poultry Labeling:

- Defines Imitation Meat/Poultry. Currently there isn't a clear definition for Imitation Meat or Imitation Poultry that is derived from plant proteins. This bill establishes a robust definition of "Imitation Meat" and "Imitation Poultry." This would include any food that:
 - Uses a market name, descriptors, or iconography for, or is otherwise represented as, meat or poultry; is manufactured to appear as a meat or poultry; or approximates the aesthetic qualities (primarily texture, flavor, and appearance) or chemical characteristics of specific types of meat or poultry - but does not contain any meat or poultry;
- Provides USDA Authority to Ensure Accurate Labeling of Imitation Meat/Poultry. The USDA is in charge of ensuring that all meat and poultry is accurately labeled in a way the consumers know and understand. This bill expands the USDA authority to ensure that products purporting to be meat or poultry are also labeled accurately. It is narrowly drafted to ensure USDA authority is only expanded into the label space but FDA will remain responsible for inspecting plant protein products.
 - The label provides two choices. Either the word "imitation" or another word that clearly conveys the food is derived from sources other than meat. For Example, "black-bean burger" or "meatless chicken tenders."
 - The label also requires a clear disclaimer that indicates the product does not contain meat or poultry.

Cell-Cultured Protein Labeling

- Defines Cell-Cultured Meat and Poultry Product. Currently there isn't a clear definition for lab-grown meat or poultry. This bill establishes a robust definition of "Cell-cultured Poultry Products" and "Cell-cultured Meat Products." This would include the following
 - Any product capable of use as human food that— (1) is made wholly or in part from any cell culture or the DNA of an amenable species or live bird; and (2) is grown or cultivated outside of the live animal from which the cell culture or DNA was acquired.
- Provides USDA Authority to Ensure Accurate Labeling of Lab-Grown Meat/Poultry. The USDA is in charge of ensuring that all meat and poultry is accurately labeled in a way the consumers know and understand. This directs the USDA on what must be included on the label.
 - The label would require words 'cell-cultured' or 'lab-grown', in type of uniform size and prominence, immediately adjacent to the name of the food on the label.
- Keeps the Current Agreement between FDA and USDA on the Regulation of Lab-Grown Product. This memorializes, in statute, the shared regulation of lab-grown meat and poultry between FDA and USDA while insuring USDA is in charge of labels.

Supporters: National Cattlemen's Beef Association, National Chicken Council, American Sheep Industry Association, American Farm Bureau Federation, National Pork Producers Council, National Association of State Departments of Agriculture

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