

HB 2607 -- MISREPRESENTATION OF MEAT

SPONSOR: Knight

COMMITTEE ACTION: Voted "Do Pass" by the Standing Committee on Agriculture Policy by a vote of 11 to 3. Voted "Do Pass" by the Rules- Legislative Oversight Committee by a vote of 7 to 3.

Currently, no person advertising, offering for sale, or selling a carcass may engage in any misleading or deceptive practice including misrepresenting the cut, grade, brand or trade name, or weight or measure of any product. This bill also prohibits misrepresenting a product as meat that is not derived from harvested production livestock or poultry.

This bill is the same as SB 977 (2018).

PROPOSERS: Supporters say that the livestock industry has spent a lot of time and money educating consumers and promoting its products. This bill would keep manufacturers of plant-based proteins from calling their products meat and benefiting from the work of the livestock industry.

Testifying for the bill were Representative Knight; Missouri Soybean Association; Missouri Pork Association; Missouri Corn Growers Association; Missouri Farm Bureau; Missouri Poultry Federation; and Andy McCaskill, Missouri Cattleman's Association.

OPPOSERS: There was no opposition voiced to the committee.