



FAMILY FARMING AND TRUTH IN LABELING 2019 SPECIAL ORDER OF BUSINESS

National Farmers Union is concerned with truth in labeling of meat products in three specific areas:

1. The development of cell cultured products that are being marketed or may be marketed under the nomenclature meat. Cell cultured technology continues to advance to a competitive price point as traditional products.
2. Plant based artificial products derived from plants or other non-animal components that are being marketed under nomenclature meat. These products are currently being marketed as looking, tasting and smelling like authentic animal meat.
3. The misinformation behind the Product of the USA label that is currently used on beef and pork products in the United States. Specifically referring to imported products that are repackaged in a USDA certified packing facility and relabeled as product of the USA.

NFU recommends the USDA create a separate USDA stamp or marking with a different format and colored ink. This stamp is for cell-cultured products that shall be inspected by states and the USDA. No federal or state meat inspection stamps shall appear on the cell-cultured products, retail packaging or wholesale containers. The USDA grade shield also shall not appear on cell-cultured products. We believe these products should be required to pass the same strict inspection standards of meat products that come from animals raised in a traditional manner.

NFU does not oppose new categories of food being developed and used for cell-cultured proteins and plant-based proteins. However, the products shall not be referenced or labeled as meat, beef, pork, lamb, poultry fish, etc.

NFU doesn't support plant based artificial meat products and cell cultured products to be included in the check-off acts and orders.

NFU supports agricultural transparency and is continually committed to promoting consumer trust and education on where their food is born, raised and processed. NFU wants labeling that is truthful and not misleading, which is why we urge the reauthorization of mandatory Country-of-Origin Labeling for beef, poultry and pork.

NFU supports food consumers' right to have all of the information they need in order to make an informed food buying decision.