

To: House Agriculture Committee, Representative Ron Highland, Chairperson

From: John Donley, Kansas Farm Bureau

Date: January 23, 2020

Re: HB 2437- Written only Testimony Supporting HB 2437

Good morning Chairman Highland and Members of the Committee, I appreciate the opportunity to present written testimony on behalf of the Kansas Farm Bureau (KFB) in support of HB 2437. KFB is the state's largest general farm organization representing more than 30,000 farm and ranch families through our 105 county Farm Bureau Associations.

The 2019 Policy Book of the American Farm Bureau Federation (AFBF) includes policy regarding the content of this bill as it relates to the labeling of "analog" meat. KFB supports this national policy.

Specifically, AFBF policy states that "[w]e support prohibiting the use of commonly known and industry recognized "meat" terms in the labeling and advertising of all lab-grown and plant-based alternatives."

KFB feels that HB 2437 is drafted in a manner that is consistent with our national policy. The language in the bill is simply asking that marketers of "analog meat" provide truthful labeling information regarding the product they are marketing. KFB feels that this is a consistent standard that all food marketing should meet. Misleading labels do not help the consumer to fully understand the product they are purchasing.

In conclusion, KFB is supportive of HB 2437 and encourages this committee to support HB 2437.