



Kansas Corn
Kansas Soybean Association
Kansas Grain Sorghum Producers Association

To: House Committee on Agriculture
Rep. Ron Highland, Chair

From: Josh Roe – Vice President, Kansas Corn
Stephanie Eckroat, Executive Director, Kansas Dairy Association
Gary Reser - Kansas Soybean Association
Jesse McCurry – Executive Director, Kansas Grain Sorghum Producers Association

Re: **Support for HB 2437, AN ACT concerning agriculture; relating to the labeling of certain foods; prohibiting the use of identifiable meat terms on labels or in advertisements of meat analogs without use of proper qualifying language.**

Date: January 23, 2020

Thank you, Chairman Highland and members of the committee for the opportunity to address our associations' views on HB 2437. We support HB 2437 and believe that manufacturers of meat analogs should be required to accurately label and advertise their products to consumers. Our industries support and contribute to the raising, growing, and ultimately the production of meat products in Kansas and around the world. Beef, poultry and pork all use our products or our by-products to produce sustainable, wholesome food. Without us, consumers would not be able to affordably enjoy the burgers, bacon and steaks on their plates. Through modern farming technology, our products, and even the by-products from our products, U.S. livestock producers continue to be the most efficient producers in the world, with the livestock sector contributing only 4% of greenhouse gasses in the United States.

HB 2437 addresses a very real consumer perception of certain products in the grocery store. The bottom line is, current labels of meat analogs, otherwise known as fake meat, confuse consumers and do not appropriately convey the content of its ingredients, or rather the lack of a specific ingredient, meat. Many use nomenclature that consumers associate with meat products leading them to believe meat or animal products are an ingredient of the food, which it's not. To address this issue, the bill is simple and straightforward. Meat analog product labels that are using meat terms must also bear on its label, "this product does not contain meat" or be considered misbranded under the Kansas Food, Drug and Cosmetic Act. The bill also allows meat analog product labels to conform to the federal imitation label standard to avoid being considered misbranded in Kansas.

This bill is important to clearly convey to the consumer that while these products are trying to simulate meat, they do not actually contain meat. Our associations support HB 2437 and

encourage the committee members to pass this bill favorably without amendments that would dilute the disclaimer language.