

## Success of alternative meat sparks regulatory battle over ‘future of American food’

On Aug. 28, a [law](#) went into effect in Missouri that makes it a crime to use the term “meat” to describe any product that does not come from a “livestock or poultry carcass or part thereof.” The same day, a number of plaintiffs — including Tofurky, a maker of plant-based meat alternatives .... filed a [lawsuit](#) alleging that the statute violates the First Amendment.

Clearly, both sides understand that regulation serves .... to prevent entry into a market. This isn’t an isolated incident. This food fight is part of a growing battle over the future of American food ....

[\[S\]ome start-ups and venture capitalists](#) have been developing in vitro meat technology that would grow meat from stem cells .... The animal products industry has responded by turning to regulators ....

Big business can influence rulemaking .... because it can deploy “lawyers, lobbyists, or experts who are trained in drafting convincing arguments on fine technical points.” In doing so, large business interests can tilt the scales not just against the public interest but also against potential competitors.

**Read full, original article:** [Missouri has a new law defining ‘meat.’ That’s just the latest round in the battles over your food.](#)