

Arkansas says food companies can't call lab-grown protein 'meat'

Food manufacturers will soon have to comply with “truth in labeling” legislation that aims to protect Arkansas’ meat and rice producers from outlets who, the bill’s sponsor says, mislead consumers into thinking their products are something they are not.

The [measure](#) signed by Gov. Asa Hutchinson....bans companies from classifying lab-grown meat products or meat substitutes as meat, and prevents manufacturers from marketing “cauliflower rice” if the product contains no rice. Arkansas is the nation’s top rice-producing state....The law, which will take effect 90 days after the 2019 session ends, levies a \$1,000 fine for each violation.

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Critics of similar labeling laws contend they impose on First Amendment rights and violate federal labeling laws....Jessica Almy, director of the Good Food Institute, a Washington, D.C., nonprofit in support of foods known as cell-based and plant-based meats....said shoppers can discern what they’re buying at the store, otherwise they wouldn’t purchase it.

Read full, original article: Arkansas governor signs a ‘truth in labeling’ bill