

Viewpoint: Marketing restrictions on lab-grown meat, cauliflower rice reveal growing 'tension' between food producers and consumers

The [Arkansas] state legislature on March 20 passed a measure banning food companies from marketing “cauliflower rice” as “rice.” The ban also prohibits companies [that make cell-cultured](#) and plant-based meats from marketing their products as “meat.” They claimed using such terms could confuse people.

In [signing the bill](#) into law, governor Asa Hutchinson made Arkansas the sixth US state to codify such a measure on meat, though it was the only one to include a specific provision on cauliflower rice (Arkansas is the largest US rice-producing state). [Missouri was the first](#) to take one up last year.

The passage of these laws has a backstory, which lays bare the underlying—and growing—tension between the people who produce our food and the people who actually buy and eat it.

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Nielsen data show sales of “cauliflower centric” dishes rose 108% in 2017 compared with the prior year. And the trend has continued its upward trajectory.

That kind of data has captured the attention of established food industries, which understandably feel a little miffed that interest in their products might be diverted to others. So they’ve started to push back.

Read full, original article: [Arkansas lawmakers have passed a law against cauliflower rice](#)