



# WHAT YOU NEED TO KNOW ABOUT

# FAKE MEAT

## WHAT IS FAKE MEAT?

“Fake meat” comes in two forms: plant-based and cell-cultured (also called “lab-grown”).

Plant-based products are already on the market. These are foods like black bean burgers and “tofurkey”.

Cell-cultured proteins are not yet offered for sale, but they could be on the market by the end of 2019. These products are created by taking muscle fiber from livestock and replicating the cells to grow “meat” industrially.

## WHO IS BEHIND IT?

While small start-up companies are doing much of the research and development of fake meat products, Tyson and Cargill have invested in the technology, too.

For more information:  
Call the ICA at 515-296-2266

## WHAT IS ICA DOING ABOUT IT?

In January 2018, ICA passed policy that makes regulation of fake meat products a priority. ICA is fighting to:

- Protect consumers from lowered food safety standards and confusing labels
  - Cell-cultured fake meat should not be subject to any lower food safety standards than other products.
  - Labels should clearly indicate whether meat was produced in a laboratory or by American farmers and ranchers.
- Protect the beef industry from disparaging claims by fake meat companies
  - Fake meat companies should not be able to market their products with claims like “clean meat”. This implies that beef raised by American farming and ranching families is unclean or unsafe.

### How are we working toward these goals?

- Supporting United States Department of Agriculture (USDA) oversight of fake meat products
  - Current law and common sense require USDA to oversee the food safety and labeling regulation of fake meat products.
  - While fake meat companies advocate for less strict Food and Drug Administration oversight, USDA's Food Safety and Inspection Service already requires that meat and meat food products undergo daily, continuous inspection.
  - USDA labeling rules require premarket approval, while FDA does not approve labeling until a product is already being offered for sale.
- Educating legislators on the issue and supporting legislation
  - ICA has met repeatedly with Iowa's congressional delegation about this topic to help elected officials and their staff understand the need for USDA oversight.
  - ICA encourages legislators to support language in an appropriations bill that gives USDA regulatory oversight of fake meat products.
- Engaging with federal agencies
  - In October, ICA was one of two NCBA affiliates that sent representatives to Washington, D.C. to meet with USDA and FDA officials and offer the beef industry perspective on regulation of these products.
  - Iowa is emerging as a leader on this topic nationally.
- Exploring state-level action
  - ICA continues to explore the possibility of state-level legislation that would accomplish our priorities.