

FIRST REGULAR SESSION

# HOUSE BILL NO. 211

103RD GENERAL ASSEMBLY

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INTRODUCED BY REPRESENTATIVE VAN SCHOIACK.

0730H.011

DANA RADEMAN MILLER, Chief Clerk

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## AN ACT

To repeal section 265.492, RSMo, and to enact in lieu thereof one new section relating to alternative meat labeling.

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*Be it enacted by the General Assembly of the state of Missouri, as follows:*

Section A. Section 265.492, RSMo, is repealed and one new section enacted in lieu thereof, to be known as section 265.492, to read as follows:

265.492. 1. No person shall advertise for sale, solicit, offer to sell or sell foods by newspapers, handbills, placards, radio, television or other media unless the advertising is truthful and accurate. Such advertising shall not be misleading or deceiving in respect to grade, quality, quantity or price per pound or piece or in any other manner.

2. **Notwithstanding any law to the contrary, all plant-based meat alternative products or fungus-based meat alternative products shall be conspicuously labeled as such. All laboratory-grown meat and meat products shall be labeled as such. Meat and meat products made of meat harvested directly from livestock or poultry shall not require any specific labeling.**

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EXPLANATION — Matter enclosed in bold-faced brackets **[thus]** in the above bill is not enacted and is intended to be omitted from the law. Matter in **bold-face** type in the above bill is proposed language.