



2019 SENATE BILL 464

September 27, 2019 - Introduced by Senators MARKLEIN, BERNIER, FEYEN and TIFFANY, cosponsored by Representatives OLDENBURG, TRANEL, DITTRICH, EDMING, JAMES, KULP, MAGNAFICI, NOVAK, PETRYK, PRONSCHINSKE, QUINN, SKOWRONSKI, SUMMERFIELD, TAUCHEN, TUSLER, VORPAGEL and WITKE. Referred to Committee on Agriculture, Revenue and Financial Institutions.

1 **AN ACT to create** 97.45 of the statutes; **relating to:** labeling a food product as
2 meat and granting rule-making authority.

Analysis by the Legislative Reference Bureau

Under this bill, no person may label a food product as, or sell or offer for sale a food product that is labeled as, any type of meat product or “meat” unless the food product is derived from an edible part of the flesh of an animal or any part of an insect and does not include cultured animal tissue that is produced from animal cell cultures. The bill defines “animal” as a mammal, bird, reptile, amphibian, or mollusk. The bill also requires the Department of Agriculture, Trade and Consumer Protection to promulgate rules to implement the prohibition in the bill.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 **SECTION 1.** 97.45 of the statutes is created to read:

4 **97.45 Labeling of food product as meat.** (1) In this section, “animal” means
5 a mammal, bird, reptile, amphibian, or mollusk.

