



**To:** House Agriculture Committee, Rep. Ron Highland, Chair

**From:** Tim Stroda, Kansas Pork Association

**Date:** January 23, 2020

**Re: HB 2437- Relating to Labeling of Certain Foods**

---

Thank you Chairman Highland and members of the committee. I appreciate the opportunity to provide testimony in support of HB 2437. My name is Tim Stroda, and I am executive director of the Kansas Pork Association (KPA). KPA represents Kansas pork producers on issues dealing with the pork industry in Kansas.

KPA is supportive of HB 2437 because it will require truthful marketing tactics to be utilized when companies are marketing “analog meat products.” Plant-based and cell-cultured meat products have recently begun utilizing marketing tactics that can often confuse consumers regarding what product they are actually purchasing.

Plant-based products have been around for many years. So why are we talking about them now? Because companies are now beginning to label and market these products by blurring the distinction between their products and traditional meat products. Packages are utilizing words such as HAM or BACON in much larger type than any indication that the product is plant-based (See examples on page 2). Many of the products are trying to occupy the best of both worlds, with their manufacturers making broad claims about sustainability and taking issue with animal agriculture while trying to mimic meat on store shelves.

While we know that traditional meat producers supply the safest, most abundant animal protein source in the world, it is important that consumers receive accurate marketing information when purchasing the protein for their diet. HB 2437 is a step toward providing consumers with this information in a balanced, non-controversial manner.

For these reasons, we respectfully ask that this committee pass HB 2437 out of committee favorably. Thank you.

