Calling Meat Alternatives "Meat" Illegal in Missouri – First State To Pass Law

Missouri is the first state in the U.S. to ban the word "meat" on faux meat products like garden burgers and Tofurky. Using the term "plant-based meats," and "vegan faux-meat" can find the business owner in jail for up to a year. This law was brought to you by The Missouri Cattlemen's Association.

> *The legislation defines meat as 'any edible portion of livestock or poultry carcass or part thereof' and requires that any labeled meat product is derived 'in whole or in part, from livestock or poultry.' Violators of this definition will henceforth be subject to up to one year in prison and fines of up to $1,000." – Forbe's*

Must Read: *Meat and Dairy Industry On Course To Contribute More Global pollution Than OIL Companies*

The law will also apply to "clean meat" which is produced by growing and multiplying cells in a lab. Animal rights organizations and environmental groups aren't keen on the new law. It's estimated that if we switched to eating lab-grown meat, we would cut agriculture emissions by 96%.

https://www.youtube.com/watch?v=h4nL_NtunKU

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Missouri is the first state but not likely the last. The American beef industry has been lobbying to get "meat" banned from vegetable-based products for years, and meat industries want the ban to be nationwide.

The industry has cause for concern. TreeHugger says,

Americans ate 20 percent less beef in 2014 than they did in 2005. Veggie meat substitutes, by contrast, are a growing industry. And who knows what'll happen when lab-based meats start making it into grocery stores."