Hearing Date: Tuesday February 19, 2019
Committee On: Agriculture
Introducer: Blood
One Liner: Provide for a deceptive trade practice relating to meat under the Uniform Deceptive Trade Practices Act

Roll Call Vote - Final Committee Action:
Advanced to General File with amendment(s)

Vote Results:
Aye: 6 Senators Blood, Brandt, Halloran, Hansen, B., Moser, Slama
Nay: 2 Senators Chambers, Lathrop
Absent: Present Not Voting:

Oral Testimony:

Proponents:
Senator Carol Blood
Donna Bolz
Al Juhnke
Mike Drinnin
Mike Briggs
Jim Dinklage
Russell Westerhold
John Hansen

Representing:
Introducer
Nebraska Women Involved in Farm Economics
Nebraska Beef Producers Association
Agriculture Leaders Working Group
Self
Independent Cattlemen of Nebraska
Nebraska Poultry Industries
Nebraska Farmers Union

Opponents:
Kent Rogert
Dan Colegrove

Representing:
Impossible Foods, Inc.
Plant Based Foods Association

Neutral:
Mehgan Stoppel

Representing:
Nebraska Attorney General's Office

Summary of purpose and/or changes:
Amends the Uniform Deceptive Trade Practices Act (Neb. Rev. Stat. sections 87-301 - 87-306) to declare a deceptive trade practice to misrepresent a food product as "meat" that is derived from sources other than livestock. Section 1 of LB 594 amends section 87-301 by inserting a new subsection (19) adding "meat" as a defined term for purposes of the Uniform Deceptive Trade Practices Act. Section 2 amends section 87-302 which lists specific acts that are a deceptive trade practice. LB 594 inserts a new subdivision (a)(23) declaring it a deceptive practice to advertise, label or otherwise misrepresent insect or plant based, or lab-grown, food products as meat.

Explanation of amendments:
The committee amendment (AM313), strikes section 1. The amendment further strikes original subdivision (a)(23) inserted by section 2 of the bill and substitutes a new subdivision (23) which adds to the list of deceptive trade practices.
in section 87-302 violations of the Nebraska Pure Food Act relating to labeling, packing or packaging, or advertising of food.

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Steve Halloran, Chairperson