

**Legislature - First Session - 2019**

**Introducer's Statement of Intent**

**LB594**

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**Chairperson: Senator Steve Halloran**

**Committee: Agriculture**

**Date of Hearing: February 19, 2019**

The following constitutes the reasons for this bill and the purposes which are sought to be accomplished thereby:

LB594 amends 87-301 and 87-302 of the deceptive trade practices act to define meat and to provide for a deceptive trade practice relating to meat in order to create a consumer complaint-driven process aimed at any company that advertises, promotes, labels, represents, illustrates, displays for sale, offers for sale, attempts to sell, or sells food products that intentionally confuse consumers into thinking plant-based, insect-based or lab-grown food products are meat or are derived from meat.

**Principal Introducer:** \_\_\_\_\_

Senator Carol Blood