



State of Wisconsin
2021 - 2022 LEGISLATURE

LRB-0748/1
KP:skw

2021 BILL

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.

BILL

SECTION 1

1 (2) No person may label a food product as, or sell or offer for sale a food product
 2 that is labeled as, any type of meat product, “meat,” or a similar term unless the food
 3 product is derived from an edible part of the flesh of an animal or any part of an
 4 insect, as defined in s. 94.67 (18), and does not include cultured animal tissue that
 5 is produced from animal cell cultures.

6 (3) The department shall promulgate rules to implement this section.

7 **SECTION 2. Effective date.**

8 (1) This act takes effect on the first day of the 7th month beginning after
 9 publication.

10 (END)