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I N S T I T U T E

A Fork in the Road: Reduce or Replace?

Animal Law Conference

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Overview

- What do people say and do?
- How can we replace meat?
- What's the law got to do with it?
- *So really*, reduce or replace?

What people say

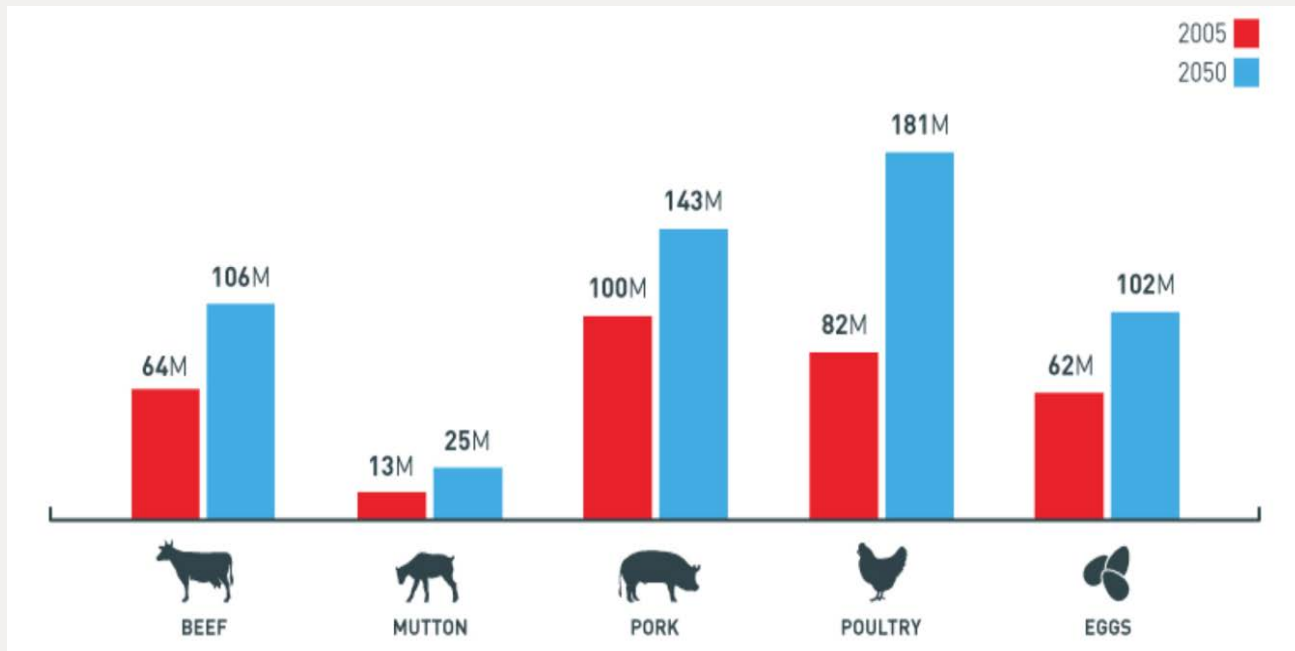
2 of 3 people in a U.S. consumer survey report that they are eating less of at least one type of meat, according to a study conducted by the Johns Hopkins Center for a Livable Future.

John Hopkins University, Sept. 12, 2018

<https://hub.jhu.edu/2018/09/12/consumers-cut-back-on-meat-consumption/>

Global demand for meat is on the rise, despite increasing consumer awareness of its environmental burden

2005 vs. 2050 (in tons)



Source: Food and Agriculture organization of the United Nations, ESA Working Paper No. 12-03, p. 131

Price, taste, convenience



Meat without animals

Solution: plant-based and clean meat



**PLANT-BASED
MEAT**



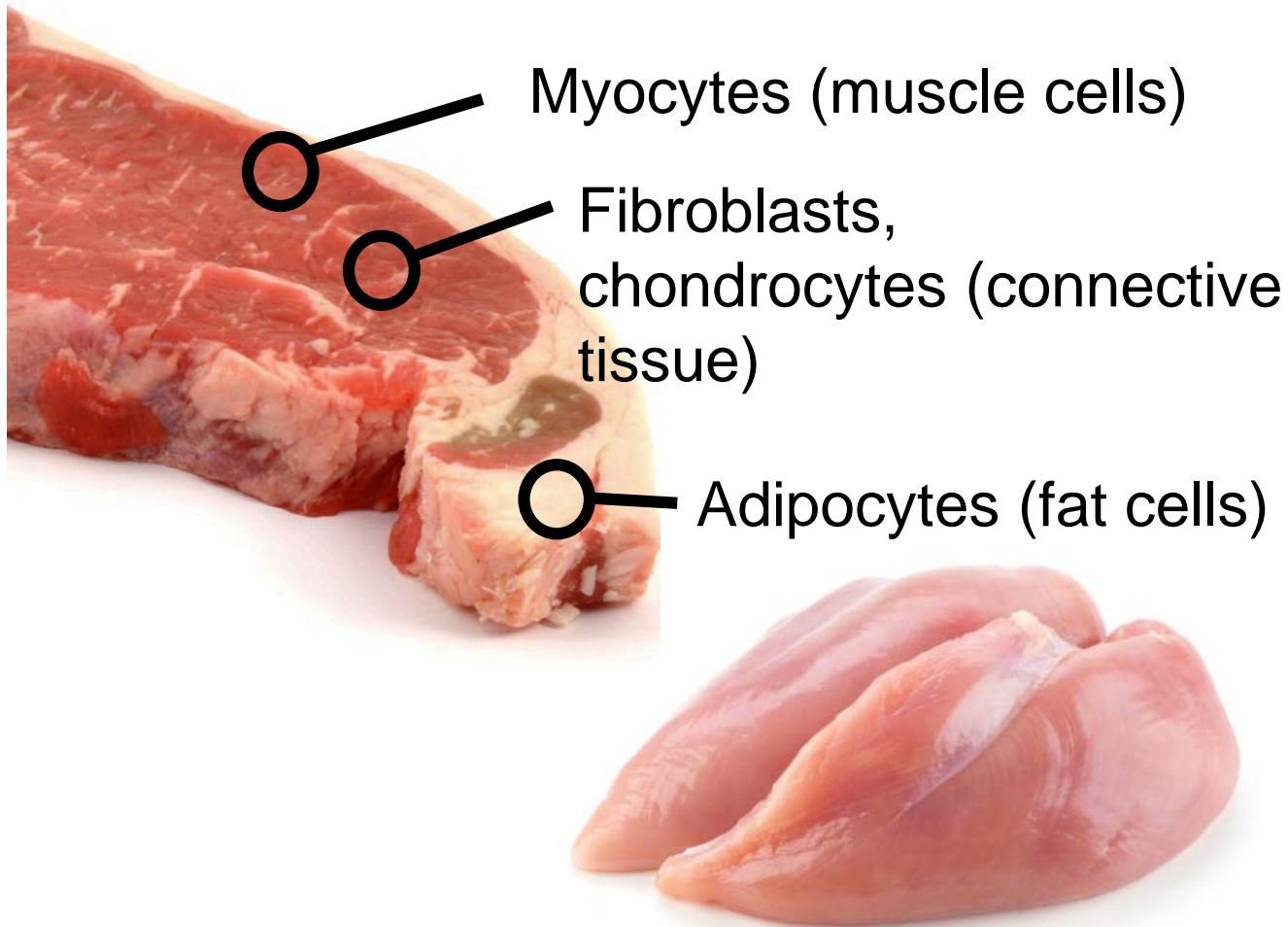
CLEAN MEAT

What is plant-based meat?

Plant-based meat products are **structured plant- or fungus-derived foods** designed to **replace animal-based meat** either as stand-alone products or within recipes.



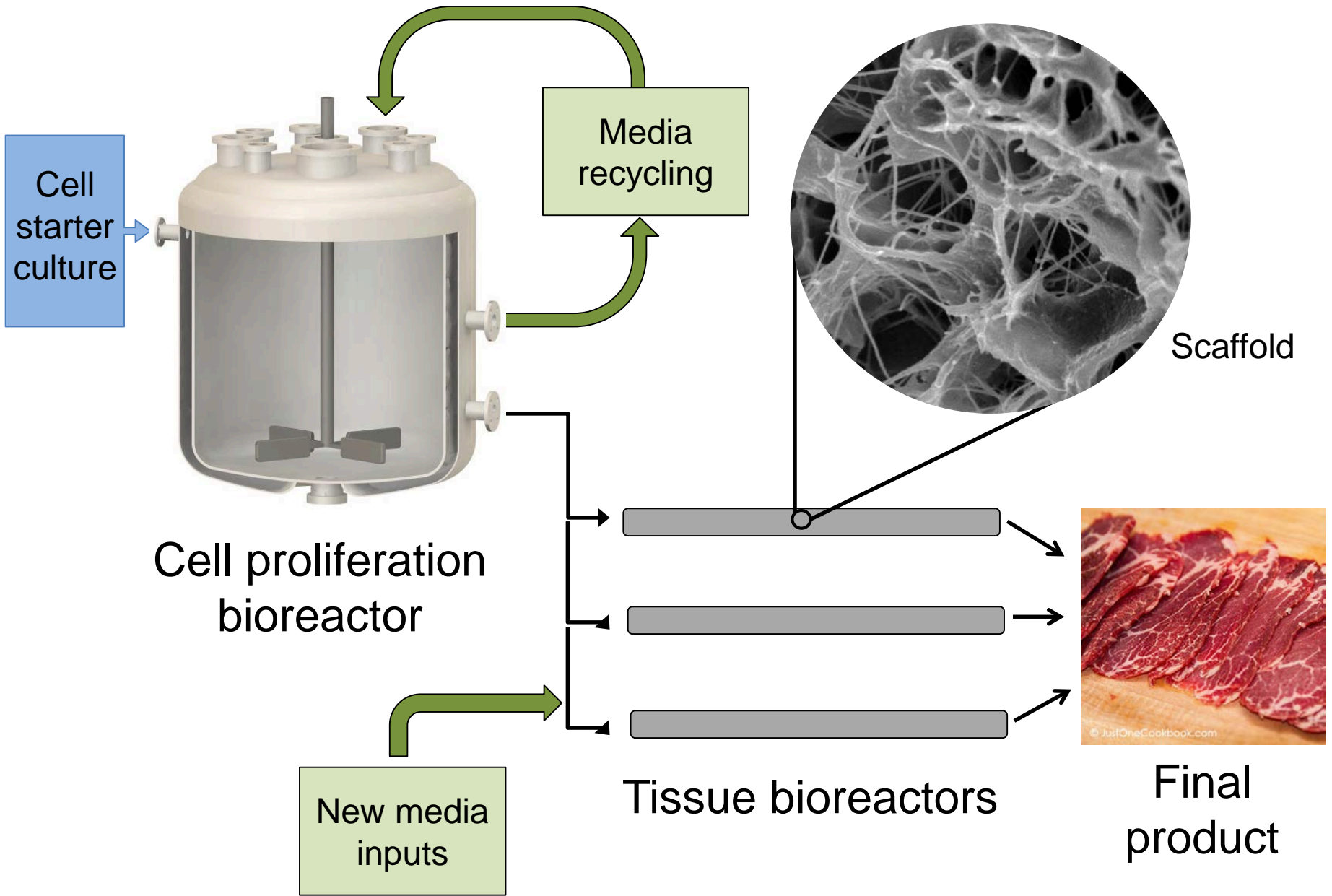
Clean meat: meat from cell culture rather than slaughter



"...we shall **escape the absurdity of growing a whole chicken** in order to eat the breast or wing **by growing these parts separately** under a suitable medium."

– Winston Churchill, 1932





The law, lawyers, and lawmakers

Cattlemen weigh in on labels

- FSIS Petition No. 18-01
- Rationale: “[B]oth the synthetic product [sic] and the lab grown product [sic] from animal cells directly compete, or will soon directly compete, against actual beef products that are born, raised and harvested in the traditional manner. Thus, in USCA’s view both categories should be excluded from the definition of ‘beef.’”



GFI's response

- Outside the scope of the agency's authority
- Contradicts settled and well considered policy precedents
- Would inhibit innovation
- Puts USDA in the untenable position of policing "traditionality"
- Violates the First Amendment

Missouri passes a law

- Mo. Rev. Stat. § 265.494(7), as amended by 2018 Senate Bills 627 and 925
- Rationale: “to protect our cattlemen in Missouri and protect our beef brand”
- Makes it unlawful to misrepresent a product as meat if it is not from “harvested production livestock or poultry”



GFI's response

- Joined Tofurky in suing prosecuting attorneys
- Co-counsel are ACLU-Missouri and the Animal Legal Defense Fund
- Violates the First Amendment and two Other Constitutional Provisions

FDA & USDA consider clean meat

- July 12, 2018: FDA hosted a public meeting
- September 25, 2018: Deadline for written comments, FDA-2018-N-2155
- October 23-24, 2018: USDA and FDA will host a public meeting
- November 26, 2018: Deadline for written comments



Reduce *and* replace

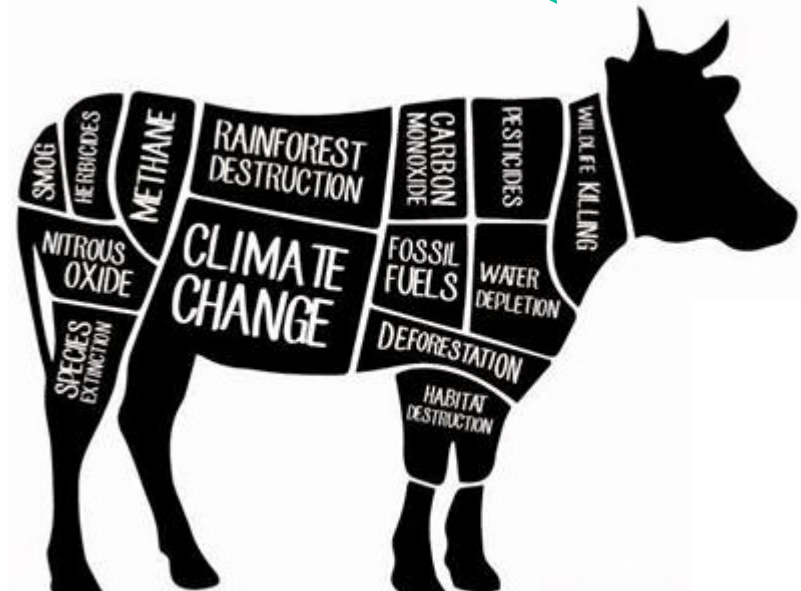
Reduce

Blended products!



Replace

Goal: Make THIS without THIS



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