

Subpart 4-Bureau of Regulatory Services

Chapter 07- Meat and Poultry Inspection

Subchapter 01-Rules and regulations promulgated to carry out provisions of “The Meat, Meat Foods and Poultry Regulations and Inspection Law of 1960” and “The Mississippi Meat Inspection Law of 1968.”

112 Labeling of Plant-Based Foods, Insect-Based Foods, and Cell-Cultured Foods

01. Plant-Based Foods

- a. A plant-based food product shall not be labeled as meat or a meat food product.
- b. A plant-based food product shall not be labeled with a word or phrase that is customarily associated with meat or a meat food product.
- c. A plant-based food product label and/or packaging shall prominently display an accurate descriptor, such as “plant-based,” “veggie-based,” “made from plants,” or a comparable qualifier.
- d. A plant-based food product label and/or packaging may display the words “meat free,” “meatless,” or a comparable qualifier to indicate the product contains no meat.
- e. A plant-based food product label and/or packaging shall not be misleading or deceptive.

02. Insect-Based Foods

- a. An insect-based food product shall not be labeled as meat or a meat food product.
- b. An insect-based food product shall not be labeled with a word or phrase that is customarily associated with meat or a meat food product.
- c. An insect-based food product label and/or packaging shall prominently display an accurate descriptor, such as “insect-based,” “made from insects,” or a comparable qualifier.
- d. An insect-based food product label and/or packaging may display the words “meat free,” “meatless,” or a comparable qualifier to indicate the product contains no meat.
- e. An insect-based food product label and/or packaging shall not be misleading or deceptive.

03. Cell-Cultured Foods (A food product that contains cultured animal tissue produced from animal cell cultures outside of the organism from which it is derived)

- a. A cell-cultured food product shall not be labeled as meat or a meat food product.
- b. A cell-cultured food product shall not be labeled with a word or phrase that is customarily associated with meat or a meat food product.
- c. A cell-cultured food product label and/or packaging shall prominently display an accurate descriptor, such as “lab-grown,” “lab-created,” “grown in a lab,” or a comparable qualifier.
- d. A cell-cultured food product label and/or packaging may display the words

“meat free,” “meatless,” or a comparable qualifier to indicate the product contains no meat.

- e. A cell-cultured food product label and/or packaging shall not be misleading or deceptive.

#### 04. Voluntary Signage

- a. In order to promote consumers’ informed purchasing decisions, any retail food establishment, restaurant, or retailer may voluntarily display, in a conspicuous manner, where meats are sold or offered, the following phrase(s), as appropriate:
  - i. Proudly Selling Farm-Raised Meat (beef, pork, poultry)
  - ii. Proudly Selling U.S. Farm-Raised Meat (beef, pork, poultry)
  - iii. Proudly Selling Mississippi Farm-Raised Meat (beef, pork, poultry)

#### 05. Safe Harbor Actions to Minimize Consumer Confusion

- a. Any retail food establishment, restaurant, or retailer may voluntarily separate or divide its section of plant-based, insect-based, or cell-based products a reasonable distance from its meat products to avoid consumer confusion, provided that such non-meat products comply with sections 112.01-.03 and do not contain any misleading or deceptive consumer disclosures. Establishments may display the voluntary signage at meat counters, and if using menus, they may separate sections of offerings by product type.

(Adopted \_\_\_\_\_, 2019).

Source: *Miss. Code Ann.* §§75-33-5; 75-35-3; 75-35-15; 75-35-15.

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- c. An insect-based food product label and/or packaging shall prominently display an accurate descriptor, such as “insect-based,” “made from insects,” or a comparable qualifier.
- d. An insect-based food product label and/or packaging may display the words “meat free,” “meatless,” or a comparable qualifier to indicate the product contains no meat.
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