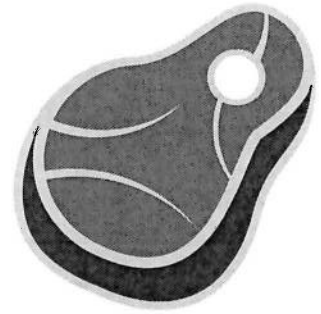


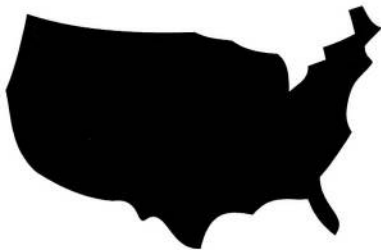
HB25-1203

Misbranding Cultivated Meat Products as Meat



Purpose

This bill prohibits the sale of cell-cultivated meat that is misbranded as a meat product. Colorado must continue to protect consumers and the agricultural community from deceptive trade practices. As the cultivated meat industry gains traction, we must take steps to demonstrate to the federal level a need for further oversight by the FDA and USDA (FSIS).



Prohibition

Florida, Alabama

Labeling Requirements

Iowa, South Dakota, Missouri, Indiana*, Minnesota*

Future of Cultivated Meat

FDA and FSIS Oversight

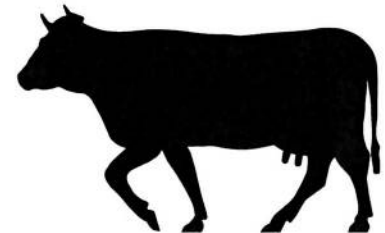
- FDA and FSIS oversee all cultivated meat production, labeling and distribution in the United States.
- Currently, as manufacturers continue to grow, Colorado must take steps at the state level to protect consumers.

Competition

- In 2023, the cultivated meat industry saw a massive increase in investment.
 - 17 facilities opened or announced
 - Total \$3.1 billion has been invested across all companies.

Consumer Safety

- A 2022 study by Harvard Medical School found that 40% of Americans expressed concern over the safety of lab-grown meat.



Colorado Agriculture

- Colorado is the fourth largest exporter of fresh and frozen beef in the United States
- Colorado is home to 13,000 Beef Cattle Producers, 206 feedlots, and 24 USDA certified slaughter plants.
- Colorado feeds almost 3 million head of cattle including cattle from other states.