

**ONE HUNDRED SIXTH LEGISLATURE - FIRST SESSION - 2019**  
**COMMITTEE STATEMENT**  
**LB594**

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**Hearing Date:** Tuesday February 19, 2019  
**Committee On:** Agriculture  
**Introducer:** Blood  
**One Liner:** Provide for a deceptive trade practice relating to meat under the Uniform Deceptive Trade Practices Act

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**Roll Call Vote - Final Committee Action:**  
Advanced to General File with amendment(s)

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**Vote Results:**  
**Aye:** 6 Senators Blood, Brandt, Halloran, Hansen, B., Moser, Slama  
**Nay:** 2 Senators Chambers, Lathrop  
**Absent:**  
**Present Not Voting:**

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**Oral Testimony:**

**Proponents:**

Senator Carol Blood  
Donna Bolz  
Al Juhnke  
Mike Drinnin  
Mike Briggs  
Jim Dinklage  
Russell Westerhold  
John Hansen

**Representing:**

Introducer  
Nebraska Women Involved in Farm Economics  
Nebraska Beef Producers Association  
Agriculture Leaders Working Group  
Self  
Independent Cattlemen of Nebraska  
Nebraska Poultry Industries  
Nebraska Farmers Union

**Opponents:**

Kent Rogert  
Dan Colegrove

**Representing:**

Impossible Foods, Inc.  
Plant Based Foods Association

**Neutral:**

Mehgan Stoppel

**Representing:**

Nebraska Attorney General's Office

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**Summary of purpose and/or changes:**

Amends the Uniform Deceptive Trade Practices Act (Neb. Rev. Stat. sections 87-301 - 87-306) to declare a deceptive trade practice to misrepresent a food product as "meat" that is derived from sources other than livestock. Section 1 of LB 594 amends section 87-301 by inserting a new subsection (19) adding "meat" as a defined term for purposes of the Uniform Deceptive Trade Practices Act. Section 2 amends section 87-302 which lists specific acts that are a deceptive trade practice. LB 594 inserts a new subdivision (a)(23) declaring it a deceptive practice to advertise, label or otherwise misrepresent insect or plant based, or lab-grown, food products as meat.

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**Explanation of amendments:**

The committee amendment (AM313), strikes section 1. The amendment further strikes original subdivision (a)(23) inserted by section 2 of the bill and substitutes a new subdivision (23) which adds to the list of deceptive trade practices

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in section 87-302 violations of the Nebraska Pure Food Act relating to labeling, packing or packaging, or advertising of food.

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Steve Halloran, Chairperson