



February 15, 2022

To: House Committee on Agriculture

From: Jesse McCurry, Executive Director, Kansas Grain Sorghum Producers Association  
Stephanie Eckroat, Executive Director, Kansas Dairy Association  
Josh Roe, VP of Market Development and Policy, Kansas Corn Growers Association  
Gary Reser, Kansas Soybean Association

Subject: Written Proponent Testimony on H.B. 2530– prohibiting the use of identifiable meat terms on the labels of meat analogs when such labels do not include proper qualifying language to indicate that such products do not contain meat

Thank you, Chairman Rahjes, and members of the committee for the opportunity to present written support for H.B. 2530.

We believe that manufacturers of meat analogs should be required to accurately label their products for consumers. Our farmers contribute to the raising and production of meat and dairy products in Kansas and around the world. Beef, dairy, poultry, and pork use Kansas grain and its byproducts to create sustainable, wholesome food. Without us, consumers would not be able to affordably enjoy the burgers, steaks, bacon, eggs, and dairy on their plates. Through modern farming technology and our products and by products, U.S. livestock producers are the most efficient in the world.

H.B. 2530 addresses a very real consumer perception of certain items in the grocery store. Current labels on meat analogs, or fake meat, confuse consumers and do not appropriately convey the content of its ingredients, or rather the lack of a specific ingredient, meat. Many use nomenclature that consumers associate with meat products leading them to believe meat or animal products are an ingredient of the food, which they are not.

H.B. 2530 is simple and straight forward. The bill is important to clearly convey to the consumer that while these products are trying to simulate meat, they do not actually contain meat.

Our associations support H.B. 2530 and respectfully request the committee to recommend this bill favorably for passage.