

From: Trina Bradley
To: [Porretta, Mary - FSIS](#)
Subject: USCA Petition 18-01
Date: Friday, March 16, 2018 3:25:46 PM

To Whom it May Concern:

As cattle producers, we know that there is more to beef than just the great flavor. There are huge nutritional benefits when you make it part of your family's diet. Beef is naturally packed with protein, vitamins and minerals.

When your family has been involved in ranching for generations and you help care for the cattle and watch them graze, the idea of something as good or natural being grown in a laboratory is hard to swallow. The process of manufacturing fake "beef" undermines every effort that cattle producers have put into raising quality food for the last hundred years. This is why I support the United States Cattlemen's Association's petition 18-01.

I believe:

- The FSIS should require that any product labeled as "beef" come from cattle that have been born, raised, and harvested in the traditional manner, rather than coming from alternative sources such as a synthetic product from plant, insects, or other non-animal components and any product grown in labs from animal cells.
- The broader definition of "meat" should also be limited to the tissue or flesh of animals that have been harvested in the traditional manner. This would similarly prohibit product from alternative sources such as a synthetic product from plant, insects, or other non-animal components and any product grown in labs from animal cells from being labeled as "meat."
- The requested definition of "beef" and "meat" should be applicable to all products that use or might use the designation "beef" (or "meat" when marketed as a beef product) regardless of the country of origin. In other words, the definitions should not be limited to just U.S. product.
- Any alternative protein: soy-based, vegetable-based, synthetic protein, cultured cells, etc. should not be allowed to use the terms "meat" or "beef" on their products.
- The issue at hand is accurate labeling and relaying correct information to consumers; the current use of terms "beef" and "meat" on alternative protein products that are not derived from livestock is misleading and inaccurate.
- The petition does not seek to limit consumer choices, rather, it aims to establish accurate labeling of all products.
- Current use of terms "beef" and "meat" on products not derived from cattle raised in the traditional manner creates confusion in the marketplace.
- Environmental claims against traditionally raised livestock are being used in marketing claims such as "clean meat"; to U.S. cattle producers, the terms "clean meat" refers to open spaces, livestock grazing on native grasses—NOT a

synthetically made product that is built in a sterile laboratory environment.

- Today's U.S. cattle producers are producing more beef products on less acreage and with fewer resources than ever before; the industry remains active in advancing genetics, feed efficiency and sustainability.
- Consumers should not face any confusion at the meat counter; products must be labeled accurately.

Sincerely,

Trina Jo Bradley

Valier, Montana Cattle Producer