

April 9<sup>th</sup>, 2018

Jones County Cattlemen's Association  
Jones County, Iowa

US Department of Agriculture  
Food Safety and Inspection Service  
1400 Independence Avenue, SW  
Washington D.C. 20250-3700

Re: Petition 18-01

Ms. Porretta and Mr. Michael

The relationship between food producers and consumers has recently become strained and fraught with mistrust and the general feeling of a lack of transparency. Consumers feel as if they do not know what they are getting when they buy products in the supermarket. Correct, accurate, and clear labeling is important to reduce marketplace confusion. The FSIS should require that any product labeled as beef only come from cattle that are born, raised, and harvested in a traditional manner.

Beef meat products are those that are sourced from bovine flesh and are recognized as such in the marketplace. We support Petition 18-01 filed by the US Cattlemen's Association regarding the labeling of synthetic 'meat' products sourced from plant, insect, and other non-animal components and products which come directly from cattle born, raised, and harvested in the traditional manner.

We are conscientious and responsible stewards of resources and the cattle we raise. We stand behind the safety and quality of our product. Labeling of any alternative protein product as 'beef' or 'meat' is misleading and incorrect. If it comes from alternative sources of protein, it cannot be labeled as beef or meat.

Nicole Stecklein, Authorized Representative

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