

From: Beer Ranch
To: [Porretta, Mary - FSIS](#)
Subject: FSIS Petition number18-01
Date: Saturday, March 17, 2018 10:20:15 PM

We support the petition filed by the United States Cattlemen's Association to FSIS number 18-01, concerning the definition of beef and meat. FSIS should limit the definition of beef to product from cattle born, raised, and harvested in the traditional manner to eliminate confusion in the meat case.

FSIS should require that any product labeled as "beef" come from cattle that have been born, raised, and harvested in the traditional manner. Products derived 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 need to invent their own names or identity. Confusion occurs when these alternative products are placed next to beef in the meat case and are labeled as "beef".

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. Additionally, the definition of "meat" should be limited to the tissue or flesh of animals that have been harvested in the traditional manner. Food products derived 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 should not be labeled as "meat." Again, these products need to create their own identity.

There is need for 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 are misleading and inaccurate. The petition seeks to establish accurate labeling of all products and asks for clarification on what can be labeled as "beef" or "meat".

Consumers should not face confusion due to misleading labeling at the meat counter. Current use of terms "beef" and "meat" on products not derived from cattle raised in the traditional manner creates confusion in the marketplace.

Thank you,

Mike & Danni Beer

Beer Ranch

Keldron SD