GENERAL ASSEMBLY OF NORTH CAROLINA **SESSION 2025**

H 1 **HOUSE BILL 134**

Short Title:	Prohibit Misbranding of Certain Food Products. (F	Public)
Sponsors:	Representative Dixon. For a complete list of sponsors, refer to the North Carolina General Assembly web states.	ite.
Referred to:	Health, if favorable, Commerce and Economic Development, if favorable, Agriculture and Environment, if favorable, Rules, Calendar, and Operations House	,

		February 18, 2025
1 2 3 4	The General Asso	A BILL TO BE ENTITLED OHIBIT THE MISBRANDING OF CERTAIN FOOD PRODUCTS. embly of North Carolina enacts: TION 1.(a) G.S. 106-549.15 reads as rewritten:
5	"§ 106-549.15. I	Definitions.
6	As used in the	is Article, except as otherwise specified, the following terms shall have the
7	meanings stated b	pelow:
8		
9	<u>(1a)</u>	"Agricultural food animal" means a domesticated animal belonging to the
0		bovine, caprine, ovine, or porcine species.
1		
12	<u>(5a)</u>	"Cell-cultured food product" means a food product having one or more
13	· 	sensory attributes that resemble a type of tissue originating from an
4		agricultural food animal but that, in lieu of being derived from meat
15		processing, is derived from manufacturing cells, in which one or more stem
6		cells are initially isolated from an agricultural food animal, are grown in vitro,
17		and may be manipulated, as part of a manufacturing operation.
8	<u>(5b)</u>	"Close proximity" means any of the following:
9		a. <u>Immediately before or after the name of the product.</u>
20		b. In the line of the label immediately before or after the line containing
21		the name of the product.
20 21 22 23 24 25 26 27		c. Within the same phrase or sentence containing the name of the
23		product.
24		•
25	<u>(9a)</u>	"Identifying meat term" means any word or phrase that states, indicates,
26		suggests, or describes a meat product, regardless of whether the word or
27		phrase is used individually, as a portmanteau, or as a compound word. This
28		term includes all of the following:
29		a. A common name for the species of the agricultural food animal subject
30		to slaughter and processing, including a calf or cow, goat or kid, hog
31		or pig, lamb, or sheep.



1		<u>b.</u>	A common name for a characteristic of a species of the agricultural
2			food animal subject to slaughter and processing based on age, breed,
3			or sex.
4		<u>c.</u>	Meat; beef or veal; cabrito or chevon; lamb or mutton; or pork.
5		<u>d.</u>	A common name used to describe a major cut of a meat of an
6			agricultural food animal slaughtered and processed, including a major
7			meat cut specified in 9 C.F.R. § 317.344, or the common name of an
8			organ or offal, including heart, liver, kidney, or tongue.
9		<u>e.</u>	Any other common name that a reasonable purchaser would
10			immediately and exclusively associate with a meat product prepared
11			for sale in normal commercial channels such as bacon, baloney,
12			bologna, bone, brat or bratwurst, brisket, burger or hamburger, butt,
13			chop, chuck, cold cut, cutlet, filet, flat iron, frank or frankfurter, ham,
14			hock, hot dog, jerky, liverwurst, loin, London broil, lunch meat, New
15			York strip, pepperoni, porterhouse, ribeye, roast, rib or sparerib,
16			salami, sausage, shank, sirloin, tenderloin, or a comparable word or
17			phrase.
18	(9b)	"Insect	t-protein food product" means a food product having one or more
19	(20)		y attributes that resemble a type of tissue originating from an
20			tural food animal but that, in lieu of being derived from meat
21			sing, is derived from manufacturing insect parts.
22		proces	sing, is derived from mandracturing insect parts.
23	(12a)	"Manu	factured-protein food product" means a cell-cultured food product,
24	<u>(12a)</u>		protein food product, or plant-protein food product.
		msect-	protein 100d product, or prain-protein 100d product.
25	(1.4)	"Mast	food medyat" maans any medyat aspahla of yea as hyman food that is
26	(14)		food product" means any product capable of use as human food that is
27			wholly or in part from any meat or other portion of the carcass of any
28			sheep, swine, goats, bison, fallow deer, or red deer, or any cell-cultured
29		_	product made from cells of those animals, excepting products that
30			n meat or other portions of such carcasses only in a relatively small
31			tion or historically have not been considered by consumers as products
32			meat food industry, and that are exempted from definition as a meat
33		_	roduct by the Board under such conditions as it may prescribe to assure
34			e meat or other portions of such carcasses contained in such product are
35			ulterated and that such products are not represented as meat food
36			ets. This term as applied to food products of equines shall have a
37			ng comparable to that provided in this subdivision with respect to cattle,
38		_	swine, goats, and bison.
39	(15)	"Misbı	anded" shall apply to any carcass, part thereof, meat or meat food
40		produc	et under one or more of the following circumstances:
41		a.	If its labeling is false or misleading in any particular;
42		b.	If it is offered for sale under the name of another food;
43		c.	If it is imitation of another food, unless its label bears, in type of
44			uniform size and prominence, the word "imitation" and immediately
45			thereafter, the name of the food imitated;
46			
47		<u>m.</u>	The product is a cell-cultured food product and it is not labeled in
48			accordance with G.S. 106-549.28A.
49			
50	(20a)	"Plant-	protein food product" means a food product having one or more
51			y attributes that resemble a type of tissue originating from an

1		agricultural food animal but that, in lieu of being derived from meat
2		processing, is derived from manufacturing plant or fungus parts.
3	•••	
4	(21a)	"Qualifying term" means a word, compound word, or phrase that would
5	, ,	clearly disclose to a reasonable purchaser of meat products that a food product
6		is not a meat product. This includes the following terms: "cell-cultured,"
7		"fake," "grown in a lab," "insect," "insect-based," "insect-protein,"
8		"lab-created," "lab-grown," "meat free," "meatless," "plant," "plant-based,"
9		"vegan," "vegetable," "vegetarian," or "veggie."
10	(21b)	"Ratite" means a bird whose breastbone is smooth so that flight muscles
11	<u>(210)</u>	cannot attach, such as an ostrich, an emu, and a rhea. These birds are subject
		to the provisions of this Article and Article 49C to the same extent as any other
12 13		meat food product.
14	"	ment rood product.
15		TON 1.(b) Article 49B of Chapter 106 of the General Statutes is amended by
16	adding a new sect	· · ·
17	C	Labeling of manufactured-protein food products.
18		bel of any manufactured-protein food product that contains an identifying meat
19		ntain in at least 20-point font or the size of the surrounding type, whichever is
		ose proximity to the name of the product, an appropriate qualifying term.
20		nufactured-protein food product that does not meet the requirements of this
21		eemed misbranded for purposes of this Article."
22		TON 2.(a) G.S. 106-549.51 reads as rewritten:
23	"§ 106-549.51. D	
2 4 25	-	of this Article, the following terms shall have the meanings stated below:
22 23 24 25 26	roi purposes (of this Afticle, the following terms shall have the meanings stated below.
20	(4a)	"Cell-cultured food product" means a food product having one or more
27 28	<u>(+a)</u>	sensory attributes that resemble a type of tissue originating from poultry but
28 29		that, in lieu of being derived from meat processing, is derived from
30		manufacturing cells, in which one or more stem cells are initially isolated from
31		
32		poultry, are grown in vitro, and may be manipulated, as part of a manufacturing operation.
	(1h)	"Close proximity" means any of the following:
33	<u>(4b)</u>	
34 35		a. Immediately before or after the name of the product.
		b. In the line of the label immediately before or after the line containing
36 37 38		the name of the product.
5/		c. Within the same phrase or sentence containing the name of the
		<u>product.</u>
39	(10.)	
40	<u>(10a)</u>	"Identifying poultry term" means any word or phrase that states, indicates,
41		suggests, or describes a poultry product, regardless of whether the word or
12		phrase is used individually, as a portmanteau, or as a compound word. This
43		term includes all of the following:
14		a. A common name for the species of the poultry subject to slaughter and
45		processing, including chicken, poultry, or turkey.
1 6		b. A common name for a characteristic of a species of the poultry subject
1 7		to slaughter and processing based on age, breed, or sex.
48		<u>c.</u> <u>Meat, broiler, fryer, poulet, or yearling.</u>
1 9		<u>d.</u> <u>A common name used to describe a major cut of poultry slaughtered</u>
50		and processed including a poultry product such as breast drumstick

1		giblet, thigh, or wing; or the common name of an organ or offal,
2		including gizzard, heart, liver, kidney, or tongue.
3		e. Any other common name that a reasonable purchaser would
4		immediately and exclusively associate with a poultry product prepared
5		for sale in normal commercial channels.
6		
7	<u>(11a)</u>	"Insect-protein food product" means a food product having one or more
8		sensory attributes that resemble a type of tissue originating from poultry but
9		that, in lieu of being derived from meat processing, is derived from
10		manufacturing insect parts.
11	•••	
12	(16a)	"Manufactured-protein food product" means a cell-cultured food product,
13		insect-protein food product, or plant-protein food product.
14	(17)	"Misbranded" shall apply to any poultry product under one or more of the
15	()	following circumstances:
16		a. If its labeling is false or misleading in any particular;
17		b. If it is offered for sale under the name of another food;
18		c. If it is officed for safe under the name of another food, c. If it is an imitation of another food, unless its label bears, in type of
19		uniform size and prominence, the word "imitation" and immediately
20		thereafter, the name of the food imitated;
21		thereafter, the name of the root initiated,
		If it is a meanufactured mastein food mandrest and it is not labeled in
22		m. If it is a manufactured-protein food product and it is not labeled in
23		accordance with G.S. 106-549.55(e).
24		
25	<u>(24a)</u>	"Plant-protein food product" means a food product having one or more
26		sensory attributes that resemble a type of tissue originating from poultry but
27		that, in lieu of being derived from meat processing, is derived from
28		manufacturing plant or fungus parts.
29	•••	
30	(26)	"Poultry product" means any poultry carcass, or part thereof; or any product
31		which is made wholly or in part from any poultry carcass or part thereof, or
32		any cell-cultured food product made from cells of poultry, excepting products
33		which contain poultry ingredients only in a relatively small proportion or
34		historically have not been considered by consumers as products of the poultry
35		food industry, and which are exempted by the Board from definition as a
36		poultry product under such conditions as the Board may prescribe to assure
37		that the poultry ingredients in such products are not adulterated and that such
38		products are not represented as poultry products.
39		
40	(28a)	"Qualifying term" means a word, compound word, or phrase that would
41		clearly disclose to a reasonable purchaser of poultry products that a food
42		product is not a poultry product. This includes the following terms:
43		"cell-cultured," "fake," "grown in a lab," "insect," "insect-based,"
44		"insect-protein," "lab-created," "lab-grown," "meat free," "meatless," "plant,"
45		"plant-based," "vegetable," "vegetarian," or "veggie."
46	"	<u></u>
47	SECT	TION 2.(b) G.S. 106-549.55 reads as rewritten:
48	"§ 106-549.55.	Labeling standards; false and misleading labels, labeling of
49	· ·	factured-protein food products.
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1	<u>(e)</u>
2	poultry teri
3	whichever i
4	term."

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The label of any manufactured-protein food product that contains an identifying m shall also contain in at least 20-point font or the size of the surrounding type, is greater, and in close proximity to the name of the product, an appropriate qualifying term.

SECTION 3. This act becomes effective October 1, 2025, and applies to products sold or offered for sale on or after that date.