



T H E
GOOD FOOD
I N S T I T U T E

Nicole Manu
Food Policy Impact Conference
February 11, 2020

Agenda

1. About GFI

- Our mission
- Our work
- Overview

2. What is “Meat”?

- Definitions
- State label censorship

3. Alternative protein nutrition

- Ingredient lists and processed foods
- Different aspects of health

ABOUT THE GOOD FOOD INSTITUTE

Our Mission

GFI is committed to creating a sustainable, healthy, and just food system

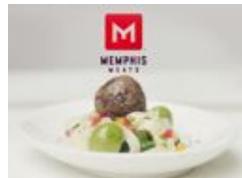
Our Work

GFI is an accelerator for the plant-based and cultivated meat, egg, and dairy sectors.



PLANT-BASED

Plant-based proteins are derived from plants, including vegetables, whole grains, nuts, seeds, legumes and fruits, **with few or no animal products.**



CULTIVATED

Cultivated meat is produced by taking a small sample of animal cells and replicating them in a culture outside of the animal. The resulting product is **100 percent real meat.**

Overview

- 501(c)(3), donor-funded
- Founded in 2016
- Three programmatic U.S. departments
- International affiliates:
 - GFI-Asia Pacific
 - GFI-Brazil
 - GFI-Europe
 - GFI-India
 - GFI-Israel

CORPORATE ENGAGEMENT



 **POLICY**

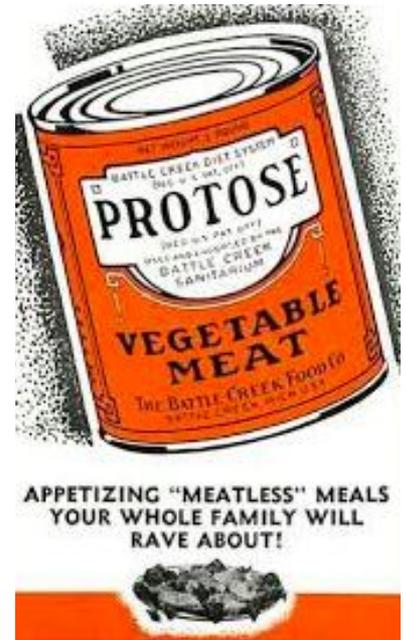
SCIENCE AND TECHNOLOGY



WHAT IS "MEAT"

Definitions

- USDA: “[t]he part of the muscle of any cattle, sheep, swine, or goats which is skeletal or which is found in the tongue, diaphragm, heart, or esophagus”
 - Yet, USDA approved labels for “Turkey Ham” with the qualifier “Cured Turkey Thigh Meat” for meat products that resembled pork-based ham in taste and appearance
- Merriam Webster: “the edible part of something as distinguished from its covering (such as a husk or shell)”
 - Similar definitions in other dictionaries, too



Label Censorship

- 2018: Missouri passes law making it unlawful to “misrepresent a product as meat” if it is not from “harvested production livestock or poultry”
- 2019: A series of states introduce bills censoring meat terms like “veggie burger” or “plant-based sausage”, several of which fail
- 2020: More states introduce label censorship bills. GFI and others continue to oppose.

Missouri Litigation

- Parties
 - Plaintiffs: Tofurky and GFI
 - Co-counsel: GFI, ACLU of Missouri, ALDF
- Arguments
 - Missouri's law violates the First Amendment, Due Process Clause, and Dormant Commerce Clause
- February Update
 - On appeal in the Eighth Circuit



Arkansas Litigation

- Parties
 - Plaintiff: Tofurky
 - Co-counsel: GFI, ACLU, ALDF
- Arguments
 - Arkansas' law violates the First Amendment, Due Process Clause, and Dormant Commerce Clause
- February Update
 - Arkansas blocked from enforcing its law against Tofurky
 - "The State appears to believe that the simple use of the word "burger," "ham," or "sausage" leaves the typical consumer confused, but [that] requires the assumption that a reasonable consumer will disregard all other words found on the label."

Policy Issues

- Free Market
 - Laws effectively privilege one set of producers over another and allow an industry to censor its competition
- Duplicative Regulation
 - Federal law already prohibits misleading labels
- No Consumer Confusion
 - There's no evidence consumers are confused by plant-based meat labels



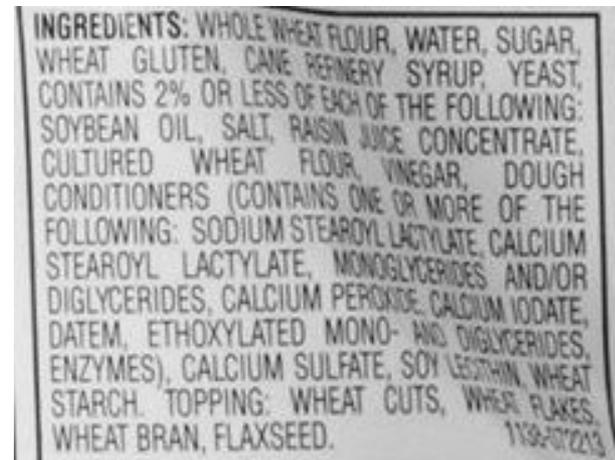
Protectionist Motivation

- Louisiana State Senator
 - “This is not an attack on their product ... [t]his is to protect the industry.”
- Mississippi Farm Bureau
 - “This bill will protect our cattle farmers from having to compete with products not harvested from an animal.”
- Independent Cattlemen of Nebraska
 - “Just think what it actually costs eventually in a lab as compared to running a ranching operation ... [i]t would be a lot cheaper and that puts me out of business.”

ALTERNATIVE PROTEIN NUTRITION

Ingredients & Processed Foods

- Healthiness of a product is not determined by the number of ingredients
- Plant-based meat labels must list all ingredients
- Processed does not have to mean unhealthy



INGREDIENTS: WHOLE WHEAT FLOUR, WATER, SUGAR, WHEAT GLUTEN, CANE REFINERY SYRUP, YEAST, CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: SOYBEAN OIL, SALT, RAISIN JUICE CONCENTRATE, CULTURED WHEAT FLOUR, VINEGAR, DOUGH CONDITIONERS (CONTAINS ONE OR MORE OF THE FOLLOWING: SODIUM STEAROYL LACTYLATE, CALCIUM STEAROYL LACTYLATE, MONOGLYCERIDES AND/OR DIGLYCERIDES, CALCIUM PEROXIDE, CALCIUM IODATE, DATEM, ETHOXYLATED MONO- AND DIGLYCERIDES, ENZYMES), CALCIUM SULFATE, SOY LECITHIN, WHEAT STARCH, TOPPING: WHEAT CUTS, WHEAT FLAKES, WHEAT BRAN, FLAXSEED. 1132-107213

Different Aspects of Health

- Personal health
 - Plant-based meat has no trans fat or cholesterol, and has fiber
- Global health
 - Plant-based and cultivated meat production does not use antibiotics
- Environmental Health
 - Cultivated and plant-based meat conserve water, land, and fight climate change



Thornhill Poultry
062987351
THE BEST THERE IS

MEAT TRADES

Journal

April 12, 1984

Every Thursday

35p

WHERE IS SUPERIOR FOOD MACHINERY ?

Vegetarians launch attack on meat sales

WATCH OUT! The vegetarians are on the attack. And if the results of a recent survey are anything to go by, they are now set to make a real impact on meat sales.

The survey, carried out by Gallup Polls on behalf of the Realeat Co, which manufactures the Vegeburger, claims that one in three Britons have reduced their consumption of meat within the past 15 years.

Gregory Sams, chairman of Realeat, says the conscious avoidance of meat and outright vegetarianism have increased by around 60 per cent in the last year. And, he says, the trend away from meat is not a passing fad, but "the beginning of a sweeping change in eating habits". This is borne out by the glut of publicity about celebrities who don't eat meat — see page 2.

He adds that the shift towards a vegetarian diet "is motivated primarily by serious, but piecemeal concern over such things as coronaries, the ethics of killing, and domestic economics. Much of the coming move away from meat will be motivated by fresh understandings of the links between diet and human emotions — such as aggression, paranoia and despair."

The survey would seem to bear out his claims. Interviewing 3,000 adults over 16, it discovered that as late as 1978, only two million people

had reduced their meat consumption for the reasons above; by last year this figure had risen to 19 million. And the most rapid acceleration of this trend took place within the last 12 months, it is claimed.

Worse news for butchers is that

By Paul Gorman

this trend is most pronounced in the 16-24 age group — the consumers of the future. This group accounts for nearly a third of Britain's 1.1 million vegetarians.

At this age, one girl in twelve avoids meat altogether, which lends support to the theory that women in general are in the front line when it comes to not eating meat.

Mr Sams is not without experience when it comes to marketing health foods — and his Vegeburger has proved that there is a demand for such a product in the UK. Described as "one of the most successful products ever to be

launched in health food stores" by a trade magazine, it is now stocked in many supermarkets and grocers, among them Sainsbury, Safeway and International Stores.

The subject of a cartoon by John Lennon, one of his customers at the store he founded in Portobello Road in the late '60s, Mr Sams seems to have struck a nerve in the 80s with his Vegeburger. It is not based on TVP or soya beans, using as its main ingredient sesame seed, in combination with wheat, oats, soya and dehydrated vegetables.

And — here's the rub for meat traders — it is not specifically aimed at vegetarians: "It provides real satisfaction for meat eaters and vegetarians alike," he said last week. "It is targeted at the growing numbers of consumers concerned at the new links being made between high levels of animal food consumption and the degenerative diseases of modern civilization. It also satisfied the growing numbers who simply view animal farming as an immoral, unethical and unnecessary practice."



GREGORY Sams, chairman of Realeat, tucks into his successful Vegeburger.

Euroscot hits out at SQBLA

THE SCOTCH Quality Beef and Lamb Association has come in for some flak — from a company with which it is launching a prestigious new promotion.

The company, Euroscot of Bathgate, West Lothian, has attacked the Scottish meat trade's promotional organisation for contributing a "derisory" amount towards the cost of the campaign.

Euroscot spokesman Sheila Ruxton explained this week that the month long campaign, which began last weekend, consists of promoting two branded meats at Selfridges.

The two products — certified Aberdeen Angus Beef and Euroscot's own Top Scot lamb — will be the centre of activity which will include new promotional material and tastings on three days of every week. Euroscot is contributing £2,000 to the exercise, while SQBLA has donated £250, because it "considers it inappropriate to promote Scotch lamb at present, preserving its fund for the autumn glut," according to Ms Ruxton.

"There has been a reluctance on the part of SQBLA to get involved in promoting branded items, as brands," said Ms Ruxton. "In the light of this experience the Euroscot board is seriously considering the value of co-operating with SQBLA in subsequent major promotions."

Slaughterer to get

Subsidy welcomed

NATIONAL Federation president Peter Welton said this week that he was delighted with the Government's decision to double the suckler cow subsidy to £24.74. "We have been pressing the Minister

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