

BEEF BUSINESS



Compiled by Julie Mais, editor

October's "Beef Business" brings you information on the first steps towards combating misrepresentation of meat from labels and about how WOTUS is back from the dead.

Missouri Meat Advertising Law

Missouri is the first state to take steps to prevent misrepresentation of products as meat that are not derived from livestock or poultry. The Missouri Department of Agriculture would like to provide clarification on how these changes will be implemented.

Meat Advertising Guidelines

The Missouri Department of Agriculture is providing the following guidance to the Meat and Poultry Inspection Program to implement the law.

- Products must include a prominent statement on the front of the package, immediately before or immediately after the product name, that the product is "plant-based," "veggie," "lab-grown," "lab-created" or a comparable qualifier; and
- Products must include a prominent statement on the package that the product is "made from plants," "grown in a lab," or a comparable disclosure.
- No enforcement referrals will be made until Jan. 1, 2019.

To see the full list of guidelines, visit: agriculture.mo.gov.

The Missouri Department of Agriculture's Meat and Poultry Inspection Program will phase in the new guidelines over the next four months to give companies time to update product labels and bring packages into compliance.

Source: Missouri Department of Agriculture

"Zombie WOTUS"

Twenty-six states must now abide by the Waters of the U.S. (WOTUS) rule, according to a South Carolina judge.

Previously the U.S. Environmental Protection Agency's WOTUS Applicability Date Rule, or suspension rule, prevented the 2015 WOTUS rule from going into effect until Feb. 6, 2020. The suspension rule was put in place to allow time for the new administration to repeal and re-propose a more workable definition. On the same day that the Suspension Rule went into effect, environmental plaintiffs filed suit against the manner in which the Suspension Rule was enacted saying it violated the Administrative Procedure Act because there was insufficient public notice and comment period.

The country is split in its coverage now. The remaining 24 states are protected by other federal court

injunctions — one in North Dakota covering 13 states, and in Georgia covering 11 states.

National Cattlemen's Beef Association (NCBA) Chief Environmental Counsel Scott Yager says the ruling creates a "zombie WOTUS." Yager says the ruling underscores the urgent need to finalize the repeal of the 2015 rule.

"The South Carolina court has effectively brought WOTUS back from the dead in 26 states, creating a zombie version of the 2015 rule threatening the rights of farmers and ranchers across the country. NCBA will continue to fight in the courts and in Congress to kill the 2015 WOTUS rule," he adds.

The American Farm Bureau Federation and a broad coalition of business organizations have notified the federal district court in South Carolina they will appeal that court's ruling. In a separate filing, the same coalition also notified a federal district court in Texas of the ruling by the court in South Carolina, urging the Texas-based court to issue a nationwide injunction against what they view is an "illegal" 2015 WOTUS rule.

Source: Farm Futures 