



HOUSE BILL 471: Food Labeling Transparency Act.

2025-2026 General Assembly

Committee: House Health. If favorable, re-refer to Commerce and Economic Development. If favorable, re-refer to Agriculture and Environment. If favorable, re-refer to Rules, Calendar, and Operations of the House **Date:** April 1, 2025

Introduced by: Reps. Gillespie, Penny, Loftis, Huneycutt **Prepared by:** Jessica Boney

Analysis of: PCS to First Edition **Staff Attorney**

H471-CSBP-3

OVERVIEW: House Bill 471 would prohibit misbranding of meat and poultry products by requiring the label of any manufactured-protein food product containing an identifying meat or poultry term to include an appropriate qualifying term in close proximity to the name of the product and in prominent type. Every establishment that prepares or serves a food item containing a manufactured-protein food product would be required to display a qualifying term, such as cell-cultured, in a specified font size next to the menu listing.

The Proposed Committee Substitute would make a technical change to the definition of misbranded.

BILL ANALYSIS: Section 1.(a) would create several definitions within Article 49B of Chapter 106 of the General Statutes (Meat Inspection Requirements; Adulteration and Misbranding), applicable to meat products, including the following:

- **Identifying meat term** would mean any word or phrase that states, indicates, suggests, or describes a meat product, regardless of whether the word or phrase is used individually, as a portmanteau, or as a compound word. Examples include meat, beef, veal, lamb, or pork.
- **Manufactured-protein food product** means a cell-cultured food product, or insect-protein food product.
- **Qualifying term** would mean a word, compound word, or phrase that would clearly disclose to a reasonable purchaser of meat products that a food product is not a meat product. Examples include cell-cultured, fake, grown in a lab, or lab-grown.

Section 1.(b) of the bill would require the label of any manufactured-protein food product that contains an identifying meat term to include an appropriate qualifying term in close proximity to the name of the product and in prominent type. Manufactured-protein food products not meeting these requirements would be deemed misbranded. The manufacturer would be held solely responsible for misbranding.

Section 2 would create the same labeling requirements for poultry products as those in Section 1.

Section 3 would require every establishment that prepares or serves a food item containing a manufactured-protein food product to display a qualifying term, such as cell-cultured or insect-based, in parentheses on the menu listing directly after the food item and in a font size no smaller than the food item. Compliance with the menu disclosure requirements would be a condition of receiving or renewing a permit.

Kara McCraw
Director



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Section 4 contains a severability clause.

EFFECTIVE DATE: This act would become effective October 1, 2025, and apply to products or food items sold or offered for sale on or after that date.