

LEGISLATURE OF NEBRASKA  
ONE HUNDRED SIXTH LEGISLATURE  
FIRST SESSION

**LEGISLATIVE BILL 14**

Introduced by Blood, 3.

Read first time January 10, 2019

Committee:

- 1 A BILL FOR AN ACT relating to agriculture; to provide for truth in
- 2 advertising and labeling in the sale of meat and food plans; to
- 3 define terms; to prohibit misleading or deceptive practices; to
- 4 provide a penalty; and to provide an operative date.
- 5 Be it enacted by the people of the State of Nebraska,

1           Section 1. For purposes of sections 1 to 3 of this act:

2           (1) Food plan means any plan offering meat for sale or the offering  
3 of meat in combination with any other food or nonfood product or service  
4 for a single price;

5           (2) Livestock means cattle, calves, sheep, swine, ratite birds,  
6 including, but not limited to, ostrich and emu, llamas, alpaca, bison,  
7 elk, goats, horses, and rabbits raised in confinement for human  
8 consumption;

9           (3) Meat means any edible portion of any livestock or poultry  
10 carcass or part thereof and does not include lab-grown or insect or  
11 plant-based food products;

12           (4) Misrepresenting means using any false, misleading, or deceptive  
13 oral or written statement, advertisement, label, display, picture,  
14 illustration, or sample;

15           (5) Person means any individual, partnership, firm, corporation,  
16 limited liability company, association, or other entity; and

17           (6) Poultry means any domesticated bird, including, but not limited  
18 to, chickens, turkeys, ducks, and geese raised in confinement for human  
19 consumption.

20           Sec. 2. No person advertising, offering for sale, or selling meat  
21 or a food plan shall engage in any misleading or deceptive practices  
22 including misrepresenting a product as meat that is not derived from  
23 livestock or poultry.

24           Sec. 3. Any person who violates section 2 of this act shall be  
25 guilty of a Class I misdemeanor.

26           Sec. 4. This act becomes operative on January 1, 2020.