



Representative Roy Klopfenstein

82nd House District

Thank you, Chairman Jones and Ranking Member Brent, for hearing our testimony today for H.B. 661. This bill is not only aimed to keep companies honest about the products they are selling to our consumers, but also keep our children in schools safe from potential harms from experimental foods, as well as helping our farmers stay afloat with all the new crazes of cell-cultured products.

By keeping companies who specialize in the sale of cell-cultured foods honest about the labeling of their products is the upmost priority of this bill. While these scientific breakthroughs are remarkable, that remarkability does not justify deceptive or misleading labeling that could harm the everyday consumer. This bill does not mean to work against the scientific research going into these cell-cultured products, only to maintain transparency and honesty between businesses and customers. We do not want to ban these products entirely, but we feel that if a product is coming to the market that claims to be a T-bone steak, it should be a real T-bone steak.

While our bill was modeled after a similar bill enacted in Iowa, our H.B. 661 takes this a step further, and makes it more personal to our families and children's safety. This bill also prohibits the purchase of misleading or deceptively labeled foods by schools K-12. We feel that should also put our children in schools as a priority and not let them eat experimental food without any knowledge of the potential consequences. With all the other talk around the state regarding "parental choice," this bill gives the choice and transparency back to the parents of children K-12 of what exactly they are being fed.

H.B. 661 is a driving force to protecting our farming sector from catchy brand names that allude to a "healthier option" which are not even true biological options to begin with. By requiring brands to clarify their products biological makeup, this gives the farmers an even ground again by giving the choice back to the customers- real or fake.

I want to thank Chairman Jones and Ranking Member Brent, along with the rest of the committee for hearing our testimony, I would now like to pass the mic to my joint sponsor Representative Daniels and will take questions alongside him after.