
**Ohio House Agriculture Committee
House Bill 10
Proponent Testimony
April 2, 2025**

Chairman Creech, Vice Chair Newman, Ranking Member Miller, and members of the House Agriculture Committee on behalf of Ohio's pig farmers, the Ohio Pork Council submits this testimony in support of House Bill 10 (H.B. 10).

My name is Cheryl Day, Executive Vice President of the Ohio Pork Council. The Ohio Pork Council represents nearly 3,400 farm families raising nutrient-dense, delicious pork. The Ohio Pork Industry contributes to the state of Ohio an estimated \$1.4 billion in value-added, \$3.4 billion in sales, 28,000 jobs, and \$115.2 million in local and state taxes.

More than ever, today's budget-conscious consumers simply want to trust that the food they are buying and consuming is safe and nutritious for themselves and their families. Also, built into this is an expectation that they have a basic and accurate understanding of the origin of these food products. This is especially true if it's a food purchase in a protein category such as meat that everyone knows comes from food animals.

Unfortunately for Ohio food buyers, basic assumptions about what is real or not in our food stores are becoming more difficult. Why? Because more lab-created imitation meat and egg products are lining Ohio's supermarket shelves with either false, misleading, or simply insufficient information for consumers to make informed decisions. Likewise, those in charge of purchasing protein products for meals served at our state's schools also face these challenges as they try to understand the real facts about these lab-made foods due in part to the lack of transparency in their labeling.


Meanwhile, in stark contrast, Ohio's consumers can rely on getting a safe and nutritious product such as real pork from our state's family pig farmers. They are only interested in complete transparency about how they raise their pork for consumers at home and abroad and have been doing so for generations. Because of this longstanding tradition, our state's pig farmers have forged a strong level of trust with Ohio consumers that extends all the way from farm to table in homes and schools statewide. Unfortunately, it's this trust that is being infringed upon and exploited today by out-of-state companies who subtly imply that their lab-based, cell-cultivated foods are equal to, or even better than, farm-raised, natural foods such as pork. Obviously, this kind of business practice, regardless of the intent, harms our state's farmers and the ability for our state's consumers to make a truly informed choice.

All Ohioans deserve to have clear, consistent labeling of these lab-grown, cell-cultivated proteins, to make fair and transparent choices of the food they purchase. This will be even more critical moving forward as other alternative protein markets continue to expand. As already shared with this committee, the potential long-term health uncertainties of these new lab-made foods are largely unknown. The lack of transparency around the production methods or ingredients required to manufacture these foods is also troublesome in that it also leaves consumers in the dark. This concern is only magnified when it comes to the potential impact on Ohio's schools, where factual decisions must be made to ensure the nutrition and health of our state's students.

Just as similar bills have done for consumers and livestock farmers in their respective states across the nation, H.B. 10 would provide much needed protection for Ohio. It would help to ensure transparency in food labeling by preventing lab-grown or alternative protein products from being marketed as traditional meat without clear indication of their production method. This kind of protection is critical to ensure a level playing field in the marketplace as the financial wellbeing of traditional family farmers is already at risk with multiple economic challenges affecting their ability to compete. Importantly, this bill also helps and gives consumers peace of mind that what they are buying and consuming is what they really want to purchase and consume with no more possibility of misbranding imitation products for real ones. This is especially critical to ensure that those who want a farm-raised, real meat product can do so without confusion or hesitation.

In the end, it all comes down to trust in our food system. This can only be achieved through transparency and facts – something that is sorely lacking on the packaging of these imitation, lab-made proteins. Ohio's consumers deserve the right to know and understand the nature of the products they're purchasing, and this bill aims to do that by ensuring clear, honest labeling and maintaining transparency in food production and marketing.

We urge you to approve House Bill 10.

A handwritten signature in cursive script that reads "Cheryl Day".

Cheryl Day

Cheryl Day
Executive Vice President
Ohio Pork Council