



TEXAS CATTLE FEEDERS ASSOCIATION

5501 I-40 W.
Amarillo, TX 79106-4617
(806) 358-3681
FAX (806) 352-6026
info@tcfa.org
www.tcfa.org

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November 7, 2019

Dear Representative:

Texas Cattle Feeders Association (TCFA) encourages you to cosponsor H.R. 4881, the Real Marketing Edible Artificials Truthfully (MEAT) Act of 2019. TCFA is an agricultural trade association which represents cattle feeders and feedyards in Texas, Oklahoma and New Mexico. TCFA members produce and market more than six million head of fed cattle annually, providing approximately 28% of the nation's fed cattle supply.

H.R. 4881 was introduced by Representatives Anthony Brindisi (D-NY) and Roger Marshall (R-KS). The Real MEAT Act aligns with TCFA's efforts to ensure plant-based and cell-cultured protein product labels are honest and accurate. Deceptive marketing tactics and weak enforcement of misbranding by the Food and Drug Administration allows imitation meat products to take advantage of the strong reputation cattle producers have established in the meat case by using "beef" and "meat" in their labels.

The Real MEAT Act will:

1. Codify the Definition of Beef for Labeling Purposes
 - Establish a federal definition of beef that applies to food labels;
 - Preserve the congressional intent of the Beef Promotion and Research Act;
2. Reinforce Existing Misbranding Provisions to Eliminate Consumer Confusion
 - FDA has misbranding provisions for false or misleading labels;
 - Prevent further consumer confusion with alternative protein products;
 - Clarify the imitation nature of these alternative protein products;
3. Enhance the Federal Government's Ability to Enforce the Law
 - FDA must notify USDA if an imitation meat product is determined to be misbranded;
 - If FDA fails to undertake enforcement within 30 days of notifying USDA, the Secretary of Agriculture can seek enforcement action.

To ensure cattle producers can compete on a level playing field, TCFA strongly supports H.R. 4881 and urges you to consider cosponsoring the bill. If you would like to be a cosponsor, please contact Robert.Dougherty@mail.house.gov with Rep. Brindisi's office.

Sincerely,

Paul J. Defoor
Chairman