

Subpart 4 – Bureau of Regulatory Services
Chapter 07 – Meat and Poultry Inspection
Subchapter 01

Labeling of Plant-Based Foods

112.01 Labeling Requirements:

1. A plant-based food product label shall not be false or misleading.
2. A plant-based food product shall not be labeled as a “meat” or “meat food product” as defined by *Miss. Code Ann.* §§75-33-3(1)(b) and 75-35-3(g). For purposes of this section, a plant-based food product will not be considered to be labeled as a “meat” or “meat food product” if one or more of the following terms, or a comparable qualifier, is prominently displayed on the front of the package: “meat free,” “meatless,” “plant-based,” “veggie-based,” “made from plants,” “vegetarian,” or “vegan.”
3. A plant-based food product label that does not contain one or more of the terms in subpart (2) of this section, or a comparable qualifier, may be subject to further examination by the Commissioner in accordance with *Miss. Code Ann.* §75-35-15(5).

112.02 Voluntary Signage: In order to promote consumers’ informed purchasing decisions, any retail food establishment, restaurant, or retailer may voluntarily display, in a conspicuous manner, where meats are sold or offered, the following phrase(s), as appropriate:

1. Proudly Selling Farm-Raised Meat (beef, pork, poultry)
2. Proudly Selling U.S. Farm-Raised Meat (beef, pork, poultry)
3. Proudly Selling Mississippi Farm-Raised Meat (beef, pork, poultry)

112.03 Safe Harbor Actions: Any retail food establishment, restaurant, or retailer may, but is not required to, separate or divide its section of plant-based food products a reasonable distance from its meat food products, provided that such non-meat products comply with section 112.01 and do not contain any false or misleading consumer disclosures. Establishments may, but are not required to, display the voluntary signage at meat counters, and if using menus, they may separate sections of the offerings by product type.

(Adopted _____, 2019.)

Source: *Miss. Code Ann.* §75-33-5, *Miss. Code Ann.* §75-35-3 & *Miss. Code Ann.* §75-35-15.

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6. A plant-based food product label that does not contain one or more of the terms in subpart (2) of this section, or a comparable qualifier, may be subject to further examination by the Commissioner in accordance with *Miss. Code Ann. §75-35-15(5)*.

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