

IN THE SENATE

SENATE BILL NO. 1270

BY AGRICULTURAL AFFAIRS COMMITTEE

AN ACT

1 RELATING TO THE LABELING OF ALTERNATIVE ANIMAL PROTEIN PRODUCTS; AMENDING  
2 TITLE 37, IDAHO CODE, BY THE ADDITION OF A NEW CHAPTER 16, TITLE 37,  
3 IDAHO CODE, TO DEFINE TERMS, TO PROVIDE FOR LABELING REQUIREMENTS FOR  
4 ALTERNATIVE ANIMAL PROTEINS, TO PROVIDE FOR REGULATORY OVERSIGHT, AND  
5 TO PROVIDE FOR PENALTIES; AND DECLARING AN EMERGENCY AND PROVIDING AN  
6 EFFECTIVE DATE.  
7

8 Be It Enacted by the Legislature of the State of Idaho:

9 SECTION 1. That Title 37, Idaho Code, be, and the same is hereby amended  
10 by the addition thereto of a NEW CHAPTER, to be known and designated as Chap-  
11 ter 16, Title 37, Idaho Code, and to read as follows:

12 CHAPTER 16

13 ALTERNATIVE ANIMAL PROTEIN LABELING REQUIREMENTS

14 37-1601. DEFINITIONS. As used in this chapter:

15 (1) "Alternative animal proteins" means food products derived from  
16 animal sources other than traditional livestock production or wild game  
17 harvest and includes but is not limited to any animal cell-based food prod-  
18 uct produced or derived from culturing animal cells outside of the animal's  
19 body, which may be referred to as "lab-grown meat," "cultivated meat,"  
20 "cell-cultured meat," or "fake meat."

21 (2) "Meat" means the edible flesh of an animal.

22 37-1602. LABELING REQUIREMENTS FOR ALTERNATIVE ANIMAL PROTEINS. (1)  
23 Any alternative animal protein product sold, distributed, or offered for  
24 sale within the state of Idaho shall include labeling with the phrase  
25 "lab-grown protein," "cell-cultivated protein," "cell-cultured protein,"  
26 or "alternative animal protein."

27 (2) The labeling shall:

28 (a) Appear on the principal display panel of the packaging; and

29 (b) Use a font size and style that ensures legibility to an average con-  
30 sumer and is at least equal in prominence to the product name.

31 (3) Restaurants or other vendors that offer for sale alternative animal  
32 proteins shall provide labeling on menus or equivalent notifications con-  
33 sistent with this section.

34 (4) A product that is not derived from meat shall not be labeled, ad-  
35 vertised, or marketed using terms that are commonly associated with specific  
36 meat cuts, including but not limited to "steak," "roast," "tri-tip," "loin,"  
37 or "brisket."

38 37-1603. REGULATORY OVERSIGHT. The Idaho department of agriculture  
39 shall have the authority to:

1 (1) Promulgate rules, subject to legislative approval, to enforce the  
2 provisions of this chapter, including additional labeling standards if nec-  
3 essary; and

4 (2) Conduct inspections and investigations to ensure compliance.

5 37-1604. PENALTIES. (1) Any person found in violation of this chapter  
6 may be subject to a civil penalty by the Idaho department of agriculture of  
7 not more than five hundred dollars (\$500) per violation.

8 (2) Each improperly labeled package shall constitute a separate viola-  
9 tion.

10 (3) Additional penalties for repeat offenses may be established by the  
11 Idaho department of agriculture through rulemaking, subject to legislative  
12 approval.

13 SECTION 2. An emergency existing therefor, which emergency is hereby  
14 declared to exist, this act shall be in full force and effect on and after  
15 July 1, 2026.