

By: Representatives Ward, Miles, Montgomery

To: Agriculture

HOUSE BILL NO. 744

1 AN ACT TO REQUIRE LABELING OF BEEF OR PORK AS EITHER  
2 FARM-RAISED OR IMPORTED BEEF OR PORK; AND FOR RELATED PURPOSES.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

4 **SECTION 1.** (1) No beef or pork product shall be offered for  
5 direct retail sale for human consumption by a processor,  
6 distributor, wholesaler or retailer unless the beef or pork  
7 product name is specifically labeled in the following manner:

8 (a) "FARM-RAISED BEEF, A PRODUCT OF MISSISSIPPI" or  
9 "FARM-RAISED PORK, A PRODUCT OF MISSISSIPPI" if the product has  
10 been specifically produced on a Mississippi farm according to the  
11 usual and customary techniques of commercial agriculture; except  
12 that the appropriate state name or USA or United States of America  
13 may be inserted in lieu thereof to accommodate similar beef or  
14 pork products produced in any one of the other states of the  
15 United States of America.

16 (b) "IMPORTED BEEF" or "IMPORTED PORK" provided the  
17 beef or pork is produced in a country other than the United States  
18 of America.

19 (2) Any person selling farm-raised beef and pork directly to  
20 the consumer may have on his premises a sign reasonably visible to  
21 the consumer identifying such product as farm-raised beef or pork,  
22 rather than labeling each individual container or package of beef  
23 or pork product, as provided in this section.

24 (3) Any retailer selling beef or pork products not wrapped  
25 or in a container may comply with this article by placing a sign  
26 on the display case or refrigeration unit reasonably visible to  
27 the consumer, giving notice that such beef or pork is either

28 "Farm-raised Beef" or "Farm-raised Pork" or "Imported Beef" or  
29 "Imported Pork" as such products are defined in this section.

30 (4) Any advertising as to any beef or pork product shall  
31 state whether such beef or pork product is "Farm-raised Beef" or  
32 "Farm-raised Pork" or "Imported Beef" or "Imported Pork" as  
33 defined in this section.

34 (5) This section shall not apply to beef or pork products  
35 exported out of the United States.

36 **SECTION 2.** This act shall take effect and be in force from  
37 and after July 1, 2005.