

Senate Bill 211

By: Senators Harper of the 7th, Wilkinson of the 50th, Black of the 8th, Anderson of the 24th, Walker III of the 20th and others

A BILL TO BE ENTITLED
AN ACT

1 To amend Article 4 of Chapter 2 of Title 26 of the Official Code of Georgia Annotated,
2 relating to advertisement and sale of meat generally, so as to render unlawful the
3 representation of nonanimal products and non-slaughtered animal flesh as meat; to provide
4 a definition; to provide for related matters; to repeal conflicting laws; and for other purposes.

5 BE IT ENACTED BY THE GENERAL ASSEMBLY OF GEORGIA:

6 style="text-align:center">**SECTION 1.**

7 Article 4 of Chapter 2 of Title 26 of the Official Code of Georgia Annotated, relating to
8 advertisement and sale of meat generally, is amended by revising Code Section 26-2-152 of
9 the Official Code of Georgia Annotated, relating to advertisement or sale of beef, pork, and
10 lamb, and "bait and switch" advertising, as follows:

11 "26-2-152.

12 (a) It shall be unlawful for any person, partnership, firm, company, or corporation to
13 advertise, sell, or offer for sale any carcass cuts of beef, pork, or lamb without prominently
14 disclosing the price per pound of such beef, pork, or lamb in all such advertisements or on
15 the packaging or display case in which the meat is displayed or offered for sale. This Code
16 section shall not apply to the sale of beef, pork, or lamb when sold for immediate
17 consumption on the premises or where sold as an unpackaged, cooked food or where sold
18 for purposes other than for human consumption.

19 (b) It shall be unlawful for any person, partnership, firm, company, or corporation to
20 employ 'bait and switch' advertising or sales techniques in connection with the sale of beef,
21 pork, or lamb or to use any other advertising or sales technique which is calculated to
22 deceive, or which in fact deceives, purchasers of beef, pork, or lamb as to what they are
23 purchasing or its quality or quantity. 'Bait and switch' as used in this subsection shall
24 mean, but shall not be limited to, the advertising of products with the intent not to sell the
25 products as advertised; or advertising products with the intent not to supply reasonably
26 expected public demand, unless the advertisement discloses a limitation of quantity; or

27 advertising a product which by accepted standards is inferior, with the expectation of
28 switching the consumer to a product of accepted standard at a higher price.

29 (c)(1) As used in this subsection the term 'food' means articles used or processed for
30 human consumption and components of any such articles.

31 (2) It shall be unlawful for any person, partnership, firm, company, or corporation to
32 label, advertise, or otherwise represent any food produced or sold in this state as meat
33 unless at least 90 percent of such food is composed of the flesh, offal, or other by-product
34 of any part of the carcass of a live animal that has been slaughtered.

35 (3) It shall be unlawful for any person, partnership, firm, company, or corporation to
36 label, advertise, or otherwise represent any food produced or sold in this state as meat if
37 any portion of such food contains cultured animal tissue produced from in vitro animal
38 cell cultures outside of the organism from which it is derived."

39 **SECTION 2.**

40 All laws and parts of laws in conflict with this Act are repealed.