

The House Committee on Agriculture and Consumer Affairs offers the following substitute to SB 211:

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 for definitions; to provide for related matters; to provide an effective date; to repeal
5 conflicting laws; and for other purposes.

6 BE IT ENACTED BY THE GENERAL ASSEMBLY OF GEORGIA:

7 **SECTION 1.**

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

12 "26-2-152.

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

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

27 expected public demand, unless the advertisement discloses a limitation of quantity; or
28 advertising a product which by accepted standards is inferior, with the expectation of
29 switching the consumer to a product of accepted standard at a higher price.

30 (c)(1) As used in this subsection the term:

31 (A) 'Animal' means any animal, including cattle, swine, sheep, goats, fish, and poultry,
32 including eggs, raised for the production of an edible product or products intended for
33 human consumption. The term also includes 'game animals' as such term is defined in
34 Code Section 27-1-2.

35 (B) 'Food' means articles used or processed for human consumption and components
36 of any such articles.

37 (2) It shall be unlawful for any person, partnership, firm, company, or corporation to
38 label, advertise, or otherwise represent any food produced or sold in this state as meat or
39 any product from an animal unless each product is clearly labeled by displaying the
40 following terms prominently and conspicuously on the front of the package, labeling cell
41 cultured products with 'lab-grown,' 'lab-created,' or 'grown in a lab' and plant based
42 products as 'vegetarian,' 'veggie,' 'vegan,' 'plant based,' or other similar term indicating
43 that the product is plant based and does not include the flesh, offal, or other by-product
44 of any part of the carcass of a live animal that has been slaughtered."

45 **SECTION 2.**

46 This Act shall become effective on December 31, 2020.

47 **SECTION 3.**

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