Dear Members of Congress:

On behalf of the Plant Based Foods Association (PBFA) and our more than 250 member companies, we urge you to oppose the so-called “FAIR Labels Act” (H.R. 7130 / S. 3693) and all other legislation designed to hinder the market for plant-based foods.

PBFA is the leading U.S. trade association representing the plant-based foods industry. Our industry is a growing economic force all across the country, creating thousands of U.S. jobs and providing new opportunities for American farmers to grow crops like oats, beans, and mushrooms to fuel the plant-based market. This is especially important to maintain U.S. competitiveness while other countries including Canada, China, South Korea, Israel, Denmark, Sweden, Singapore, the Netherlands, Qatar, Australia, the EU, and the UK are making significant investments to develop their plant-based foods sectors.

The “FAIR Labels Act” and other such bills that would mandate new labeling requirements for plant-based meat, dairy, and egg products are unnecessary, burdensome, and unlikely to withstand constitutional scrutiny. Consumers of plant-based foods are not confused. They know exactly what they are buying and are choosing plant-based alternatives for a variety of reasons: health, environmental concerns, ethical reasons, and taste. Their motivation for purchasing plant-based foods is expressly because they are not animal products. Further, PBFA and our member companies are deeply committed to ensuring that consumers are fully informed, which is why we have established industry guidance for the labeling of plant-based meat alternatives.

The “FAIR Labels Act” is designed to pick winners and losers in an already uneven market, stifle innovation, and limit the ability of consumers to make informed choices that align with their interests. That is not the role for policymakers. We urge Members of Congress to oppose this harmful bill and all other legislation that would undermine the market for plant-based foods.

Sincerely,
The Plant Based Foods Association