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Ohio Pig Farmers Applaud Passage and Signing of HB 10 Meat Labeling Bill

Legislation strengthens transparency for consumers and fairness for livestock producers

COLUMBUS, Ohio — Ohio pig farmers are applauding the Ohio General Assembly and Gov. Mike DeWine following the passage and signing of House Bill 10 into law, legislation that establishes clear and honest labeling standards for meat and egg products sold in Ohio.

“HB 10 is a win for consumers and a win for farmers,” said Cheryl Day, executive vice president of the Ohio Pork Council. “Ohio shoppers deserve to know exactly what they are buying at the grocery store, and this law ensures labels are clear, truthful and not misleading.”

HB 10 sets clear definitions for plant-based, cultivated-protein and fabricated-egg products and prohibits companies from using traditional meat and egg terms unless they are accompanied by prominent qualifiers such as “plant-based,” “imitation” or “cell-cultured.” The Ohio Department of Agriculture will oversee enforcement, with civil penalties for violations reaching up to \$10,000 per day.

“This bill is about transparency, not restriction,” Day said. “Consumers can still choose whatever products they want, but those products must be labeled honestly so families can make informed decisions.”

The legislation also limits state-funded schools and higher-education institutions from purchasing lab-grown or misbranded meat and egg products, except for approved research purposes. In addition, HB 10 directs state agencies to pursue federal waivers to prevent cultivated-protein and fabricated-egg products from becoming eligible for SNAP and WIC nutrition programs if approved in the future.

“Ohio farmers take pride in producing real, wholesome food,” Day said. “This legislation reinforces fairness in the marketplace by ensuring products raised from livestock are not confused with alternatives that are made in a lab or factory.”

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Ohio pig farmers expressed appreciation to the bill's sponsors for their leadership throughout the legislative process.

"We are grateful to Rep. Roy Klopfenstein for introducing HB 10 and standing up for Ohio livestock producers from day one," Day said. "We also thank Sen. Tim Schaffer for championing the bill in the Senate and helping move it across the finish line."

The Ohio Pork Council also thanked Gov. DeWine for signing the bill into law.

"We appreciate Gov. DeWine for recognizing the importance of transparency in food labeling and for signing HB 10," Day said. "His leadership helps protect consumer confidence and supports Ohio agriculture."

HB 10 passed both chambers of the Ohio General Assembly with unanimous bipartisan support, underscoring broad agreement that food labels should be clear, accurate and easy to understand.

"For Ohio's more than 3,400 pork-producing families, this law is an important step forward," Day said. "It ensures that real pork is clearly identified, respected in the marketplace and trusted by Ohio families who depend on it every day."

About the Ohio Pork Council

The Ohio Pork Council was established in 1968, beginning with nearly 800 pig farmers dedicated to the task of promoting their own product. Currently, OPC has approximately 2,500 members. Their mission is to serve and benefit all Ohio pork producers. To learn more about the Ohio Pork Council, visit www.OhioPork.org or call 614-882-5887.

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