THE MEAT OF THE MATTER

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What’s in a name?

• Can you go into a grocery store and buy “meat”?

• What about “pork”?

• You can buy a “pork chop” or “bacon”—and these terms have very specific, regulated meanings
What is Bacon?

The term “bacon” is used to describe the cured belly of a swine carcass. If meat from other portions of the carcass is used, the product name must be qualified to identify the portions, e.g., “Pork Shoulder Bacon.”

FSIS Food Standards and Labeling Policy Book
Any other use of “bacon” must be qualified:

Bacon-like products, including poultry bacon, labeled with “bacon” in the name must follow the same requirements as those applied to pork bacon. These requirements include, but are not limited to, limits on restricted ingredients and the requirement that the bacon must return to green weight. Beef bacon is a cured and smoked beef product sliced to simulate regular bacon. It is prepared from various beef cuts and offered with a variety of coined names, including “Breakfast Beef,” “Beef Bacon,” etc. A common or usual name is required, e.g., “Cured and Smoked Beef Plate,” and should be shown contiguous to the coined name. Poultry bacon products are acceptable and may be designated as (Kind) Bacon. However, a true descriptive name must appear contiguous to (Kind) Bacon without intervening type or design, in letters at least one-half the size of the letters used in the (Kind) Bacon, and in the same style and color and on the same background. An example of an acceptable designation is “Turkey Bacon-Cured Turkey Breast Meat-Chopped and Formed.”
Clarity is Critical—Do Consumers know what they’re getting? vs.

THE GLOBAL VOICE OF THE U.S. PORK INDUSTRY
Do Consumers really know what they’re getting?

### Impossible Burger vs. Beyond Burger

#### Nutrition Facts

**Impossible Burger**
- Serving Size: 1 patty (113.5g)
- Amount/Serving: 1 patty
- Calories: 250
- Total Fat: 11g (17%)
- Saturated Fat: 1g (5%)
- Cholesterol: 0mg
- Sodium: 550mg
- Total Carbohydrates: 20g
- Dietary Fiber: 9g
- Sugars: 1g
- Protein: 20g
- Vitamin A: 0%
- Vitamin C: 0%
- Calcium: 2%
- Iron: 26%

**Beyond Burger**
- Serving Size: 1 patty (113.5g)
- Amount/Serving: 1 patty
- Calories: 270
- Total Fat: 25g (35%)
- Saturated Fat: 5g (25%)
- Cholesterol: 60mg
- Sodium: 580mg
- Total Carbohydrates: 3g
- Dietary Fiber: 1g
- Sugars: 0g
- Protein: 20g
- Vitamin A: 0%
- Vitamin C: 0%
- Calcium: 2%
- Iron: 26%

### Nutrition Facts

**Beef Burger**
- Serving Size: 1/4 oz (113.3g)
- Amount/Serving: 1/4 oz
- Calories: 242.7
- Total Fat: 12.5g (19%)
- Saturated Fat: 4.5g (25%)
- Cholesterol: 160mg (55%)
- Sodium: 850mg (35%)
- Total Carbohydrates: 0g
- Dietary Fiber: 0g
- Sugars: 0g
- Protein: 30.7g
- Vitamin A: 8.2%
- Vitamin C: 0%
- Calcium: 1.8%
- Iron: 16.7%

*Percent Daily Values are based on a 2,000 calorie diet.*
Cell-Cultured Protein

On March 7, 2019 the FDA and FSIS reached a formal, signed agreement to jointly regulate L-PCP. FDA will have oversight of the cell collection and culture phases, but USDA’s FSIS will have oversight over processing into products and—critically—labeling.
Questions?

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