



## Truth in Buffalo Labeling Act

### Lead Sponsors:

Senators John Hoeven (R-ND), Michael Bennet (D-CO), Kevin Cramer (R-ND), Jon Tester (D-MT), Mike Braun (R-IN), Tina Smith (D-MN), Jacky Rosen (D-NV), John Thune (R-SD), Jerry Moran (R-KS), and Roger Marshall (R-KS). Representatives Carol Miller (R-WV) and Yadira Caraveo (D-CO).

### Background:

Most Bison producers are selling meat to the general public, grocery stores, direct to consumers, or elsewhere. Currently, labeled buffalo in grocery stores can either be bison meat or from a water buffalo, but still have an overall label of "buffalo." With this act, it would **prevent cheap, low-quality, imported water buffalo products from being deceptively labeled as simply "buffalo,"** which misleads consumers and negatively impacts the U.S. bison industry. The bipartisan bill provides the Food and Drug Administration (FDA) with the authority to ensure that products with water buffalo are labeled as "water buffalo" so consumers aren't misled to believe the product contains bison. Bison products would continue to be labeled as "bison" or "buffalo."

### Legislative Summary:

Section 403 of the Federal Food, Drug, and Cosmetic Act (21 U.S.C. 343) is amended by adding at the end of the following:

"(z) (1) Subject to subparagraph (2), if it is a food that is or contains any animal in the genus *Balbus* and the labeling uses the term 'buffalo' as a common or usual name for the food, unless the term used in the labeling is 'water buffalo'.

"(2) Subparagraph (1) shall not be constructed as prohibiting the use of the term 'buffalo' as a common or usual name for the animal *Bison bison bison* (commonly known as the plains bison), or the animal *Bison bison athabasca* (commonly known as the wood bison)."

Currently, the NBA's Truth in Buffalo Labeling Act has been introduced in both the Senate and House of the U.S. Congress. A companion bill was introduced in the House, H.R. 3866. The lead sponsors in the House are U.S. Reps. Carol Miller (R-WV) and Yadira Caraveo (D-CO).

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