

# Sen. Marklein, Reps. Tranel and Moses: Reintroduce truth in food labeling legislation

Posted on Tuesday, Feb 9, 2021

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**MADISON**— State Senator Howard Marklein (R-Spring Green), State Representative Travis Tranel (R-Cuba City) and State Representative Clint Moses (R-Menomonie) have reintroduced the Truth in Food Labeling Legislation for milk, meat and dairy products. The Senate Committee on Agriculture and Tourism held a public hearing on all three bills today.

- Senate Bill (SB) 83 – Milk Labeling
- SB 82 – Meat Labeling
- SB 81 – Dairy Product Labeling

“This legislation is extremely important to the farmers and food processors in my district,” Sen. Marklein said. “They feel very strongly about the integrity of food labeling and are frustrated by the misleading labeling that has invaded dairy and meat cases throughout our grocery stores. It’s disappointing when you open a carton of ‘ice cream’ and discover that you mistakenly bought a flavor-less, dairy-free alternative, rather than the creamy, delicious treat you expected.”

“Milk is from a cow. Meat is from an animal. Cheese is made from milk,” Rep. Tranel said. “Consumers, farmers and producers deserve clear labeling. Buyers should be able to easily purchase the real food products they intend to purchase. When I select a package of provolone cheese, I shouldn’t have to figure out if it is made

from real milk or coconut oil and modified starches. I want the real thing.”

“Consumers should know exactly where their food comes from. There are many misleading and trendy food labeling tactics. It can be difficult for consumers to understand what they are actually buying. Real, quality, whole foods are the best for consumers,” Rep Moses said. “As a lamb and cattle farmer, I work hard to raise high quality animals to produce high-quality meat.”

Sen. Marklein and Rep. Tranel led the Truth In Food Labeling legislation during the 2019-20 legislative session. Rep. Moses replaced Rep. Loren Oldenburg (R-Viroqua) as author of the Truth In Food Labeling for Meat bill.

“We know these bills aren’t a silver-bullet that will solve the problems for our ag-economy, but they are something we can do to protect and promote real, healthy, high-quality agricultural products to consumers,” Marklein said. “These bills will also put pressure on the federal government to take action on existing food labeling regulations that aren’t currently being enforced.”