



THE
GOOD FOOD
INSTITUTE

Veggie Dogs and Free Speech

The Constitutional Battle Over Missouri's New Meat
Labeling Law

Alene Anello

Legal Counsel, The Good Food Institute







oy
ree!

Lactose
Free!

Soy
Free!

Lactose
Free!

UNSWEETENED

UNSWEETENED

UNSWEETENED

UNSWEETENED

UNSWEETENED

ALL NATURAL

**BLUE
DIAMOND**
ALMONDS

**Almond
Breeze**
ALMONDMILK
COCONUTMILK
BLEND

45
Calories
PER SERVING

ALL NATURAL

**BLUE
DIAMOND**
ALMONDS

**Almond
Breeze**
ALMONDMILK
COCONUTMILK
BLEND

45
Calories
PER SERVING

ALMOND COCONUT

Soy
Free!

ALL NATURAL

Lactose
Free!

**BLUE
DIAMOND**
ALMONDS

**Almond
Breeze**
ALMONDMILK

30
Calories
PER SERVING

ORIGINAL

Soy
Free!

ALL NATURAL

Lactose
Free!

**BLUE
DIAMOND**
ALMONDS

**Almond
Breeze**
ALMONDMILK

ORIGINAL

Soy
Free!

ALL NATURAL

**BLUE
DIAMOND**
ALMONDS

**Almond
Breeze**
ALMONDMILK

ORIGINAL







No person advertising, offering for sale or selling all or part of a carcass or food plan shall engage in any misleading or deceptive practices, including, but not limited to, any one or more of the following:

. . . misrepresenting a product as meat that is not derived from harvested production livestock or poultry.

meat ?
= derived from harvested
 production livestock or poultry



meat

>

derived from harvested
production livestock or poultry



**IN THE UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF MISSOURI
CENTRAL DIVISION**

Turtle Island Foods, SPC, doing business as)
The Tofurky Company, and)
The Good Food Institute, Inc.,)
)
Plaintiffs,)
)
v.)
)
Mark Richardson, in his official capacity as)
Cole County Prosecuting Attorney and)
on behalf of all Missouri Prosecuting Attorneys,)
)
Defendants.)

No. 18-cv-4173

COMPLAINT FOR DECLARATORY AND INJUNCTIVE RELIEF

INTRODUCTION

1. This is a civil-rights action challenging the constitutionality of Mo. Rev. Stat. § 265.494(7), as amended by 2018 Senate Bills 627 & 925 (the Statute). The Statute criminalizes truthful speech by prohibiting “misrepresenting” a product as “meat” if that product is “not derived from harvested production livestock or poultry.” A violation of the Statute carries a



Contact Us

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T H E
GOOD FOOD
I N S T I T U T E