

LABELING OF VERMONT MEAT

For meat and poultry products, two rules dictate what action the Vermont Attorney General may take:

Rule 1: Federal law does not allow a state to impose labeling requirements in addition to or different than those required under federal law. Current federal policy with respect to meat and poultry products is that, when a product claims a certain geographic location, it must be born, raised, and slaughtered in that location.

Rule 2: If a company misbrands a product under the federal labeling rule, a state can penalize the company under its own consumer protection laws.

Consequently, if a company labels a meat or poultry product as a “Vermont” product, *and the animal was not born, raised, and slaughtered in Vermont*, the Attorney General may sue the company under the Consumer Protection Act and seek up to \$10,000 per violation.