

1 STATE OF OKLAHOMA

2 2nd Session of the 57th Legislature (2020)

3 COMMITTEE SUBSTITUTE
4 FOR

HOUSE BILL NO. 4040

By: McCall

7 COMMITTEE SUBSTITUTE

8 An Act relating to beef; defining terms; authorizing
9 identification label of official Oklahoma beef for
10 certain products; providing for codification; and
11 providing an effective date.

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13 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

14 SECTION 1. NEW LAW A new section of law to be codified
15 in the Oklahoma Statutes as Section 18-42.1 of Title 2, unless there
16 is created a duplication in numbering, reads as follows:

17 For purposes of this act:

18 1. "Official Oklahoma beef" means beef products from cattle
19 that are born, exclusively raised, fed, slaughtered and packaged in
20 Oklahoma;

21 2. "Official Oklahoma beef label" means any conspicuous label
22 or notice designed to inform customers or buyers they are supporting
23 the Oklahoma beef industry by purchasing beef products from cattle
24

1 that are born, exclusively raised, fed, slaughtered and packaged in
2 Oklahoma;

3 3. "Oklahoma beef retailer" means any person or entity located
4 in Oklahoma engaged in the business of selling or offering for sale
5 beef products to the public; and

6 4. "Oklahoma beef supplier" means any person or entity located
7 in Oklahoma that packages or supplies Oklahoma beef products for
8 wholesale or retail sale.

9 SECTION 2. NEW LAW A new section of law to be codified
10 in the Oklahoma Statutes as Section 18-42.2 of Title 2, unless there
11 is created a duplication in numbering, reads as follows:

12 A. An Oklahoma beef producer who sells or offers for sale beef
13 products from cattle that are born, exclusively raised, fed,
14 slaughtered and packaged in Oklahoma may promote and support the
15 Oklahoma beef industry by use of an official Oklahoma beef label to
16 designate or market these products to wholesale and retail buyers.
17 Labels may be used in outdoor advertisements, print and online
18 advertisements and inside advertisements such as restaurant menus.

19 B. Beef products sold or offered for sale by Oklahoma beef
20 suppliers and Oklahoma beef retailers that do not meet the
21 definition of "official Oklahoma beef" shall not bear or otherwise
22 carry the official Oklahoma beef label.

SECTION 3. This act shall become effective November 1, 2020.

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