

**AMENDMENT IN THE NATURE OF A SUBSTITUTE  
TO H.R. 2393  
OFFERED BY MR. MASSIE OF KENTUCKY**

Strike all after the enacting clause and insert the following:

1 **SECTION 1. SHORT TITLE.**

2       This Act may be cited as the “Meat Promotion Act  
3 of 2015”.

4 **SEC. 2. VOLUNTARY PROGRAM FOR COUNTRY OF ORIGIN  
5 LABELING FOR MEAT.**

6       (a) **ESTABLISHMENT.**—The Agricultural Marketing  
7 Act of 1946 (7 U.S.C. 1621 et seq.) is amended by adding  
8 at the end the following:

9 **“Subtitle E—Country of Origin La-  
10 beling for Certain Meat Prod-  
11 ucts**

12 **“SEC. 291. DEFINITIONS.**

13       “In this subtitle:

14               “(1) **BEEF.**—The term ‘beef’ means meat pro-  
15 duced from cattle (including veal).

16               “(2) **COVERED MEAT PRODUCT.**—The term  
17 ‘covered meat product’ means ground beef, ground

1       pork, ground chicken, fresh muscle cuts of beef and  
2       pork and chicken, in whole and in part.

3               “(3) PORK.—The term ‘pork’ means meat pro-  
4       duced from swine.

5               “(4) SECRETARY.—The term ‘Secretary’ means  
6       the Secretary of Agriculture.

7       **“SEC. 292. VOLUNTARY PROGRAM.**

8               “The Secretary of Agriculture shall establish a vol-  
9       untary program of country of origin labeling for covered  
10      meat products.

11      **“SEC. 293. LABEL.**

12              “For purposes of the program established under sec-  
13      tion 292, the Secretary shall—

14                      “(1) design a label to be used to designate the  
15      country of origin of covered meat products; and

16                      “(2) require persons participating in the pro-  
17      gram to use the label designed under paragraph (1),  
18      or such other label as the Secretary determines ap-  
19      propriate, to designate the country of origin of cov-  
20      ered meat products.

21      **“SEC. 294. LIMITATION ON USE OF UNITED STATES AS**  
22                      **COUNTRY OF ORIGIN.**

23              “A person participating in the program established  
24      under section 292 may not designate a covered meat prod-  
25      uct as having the United States as the country of origin

1 unless the covered meat product is derived exclusively  
2 from—

3 “(1) an animal born, raised, and slaughtered in  
4 the United States; or

5 “(2) an animal born and raised in Alaska or  
6 Hawaii, transported for a period not to exceed 60  
7 days outside of those States, and slaughtered in the  
8 United States.

9 **“SEC. 295. ENFORCEMENT.**

10 “(a) CIVIL PENALTY.—

11 “(1) ASSESSMENT.—The Secretary may assess  
12 a civil penalty against a participant in the program  
13 established under section 292 that purposely or  
14 knowingly violates the terms of the program.

15 “(2) AMOUNT OF PENALTY.—The amount of  
16 the civil penalty assessed under paragraph (1) may  
17 not exceed \$10,000 for each violation.

18 “(3) CONTINUING VIOLATION.—Each day dur-  
19 ing which a violation of the program continues shall  
20 be considered to be a separate violation.

21 “(b) NOTICE AND HEARING.—The Secretary shall  
22 not assess a civil penalty under this section against a per-  
23 son unless the person is given notice and opportunity for  
24 a hearing in accordance with section 554 of title 5, United

1 States Code, with respect to the violation for which the  
2 person is being assessed.

3 **“SEC. 296. REGULATIONS.**

4 “Not later than 180 days after the date of the enact-  
5 ment of the Meat Promotion Act of 2015, the Secretary  
6 shall promulgate regulations to carry out the program es-  
7 tablished under section 292.”.

8 (b) CONFORMING AMENDMENTS.—Subtitle D of the  
9 Agricultural Marketing Act of 1946 (7 U.S.C. 1638 et  
10 seq.) is amended—

11 (1) in the heading to read as follows:

12 **“Subtitle D—Country of Origin La-  
13 beling for Lamb, Goat, Venison,  
14 Fish, Perishable Agricultural  
15 Commodities, and Peanuts”;**

16 (2) in section 281—

17 (A) by striking paragraphs (1) and (7);

18 (B) by redesignating paragraphs (2), (3),  
19 (4), (5), (6), (8), and (9) as paragraphs (1),  
20 (2), (3), (4), (5), (6), and (7), respectively; and

21 (C) in paragraph (1)(A) (as so redesign-  
22 ated)—

23 (i) by striking clause (i) and inserting  
24 the following new clause:

1 “(i) muscle cuts of lamb and veni-  
2 son;”;

3 (ii) by striking clause (ii) and insert-  
4 ing the following new clause:

5 “(ii) ground lamb and ground veni-  
6 son;”;

7 (iii) by striking clause (viii); and

8 (iv) by redesignating clauses (ix), (x),  
9 and (xi) as clauses (viii), (ix), and (x), re-  
10 spectively; and

11 (3) in section 282—

12 (A) in subsection (a)(2)—

13 (i) in the heading, by striking “BEEF,  
14 LAMB, PORK, CHICKEN,” and inserting  
15 “LAMB;”;

16 (ii) by striking “beef, lamb, pork,  
17 chicken,” and inserting “lamb,” each place  
18 it appears in subparagraphs (A), (B), (C),  
19 and (D); and

20 (iii) in subparagraph (E)—

21 (I) in the heading, by striking  
22 “GROUND BEEF, PORK, LAMB, CHICK-  
23 EN,” and inserting “GROUND LAMB;”;  
24 and

1 (II) by striking “ground beef,  
2 ground pork, ground lamb, ground  
3 chicken,” each place it appears and  
4 inserting “ground lamb,”; and  
5 (B) in subsection (f)(2)—  
6 (i) by striking subparagraphs (B) and  
7 (C); and  
8 (ii) by redesignating subparagraphs  
9 (D) and (E) as subparagraphs (B) and  
10 (C), respectively.

