

Department of Planning and Budget 2020 Fiscal Impact Statement

1. Bill Number: SB510

House of Origin	<input checked="" type="checkbox"/>	Introduced	<input type="checkbox"/>	Substitute	<input type="checkbox"/>	Engrossed
Second House	<input type="checkbox"/>	In Committee	<input type="checkbox"/>	Substitute	<input type="checkbox"/>	Enrolled

2. Patron: Reeves

3. Committee: Agriculture, Conservation and Natural Resources

4. Title: Milk; definition; misbranding; prohibition.

5. Summary: Defines milk as the lacteal secretion of a healthy hooved mammal and provides that a food product is unlawfully misbranded if its label states that it is milk and it fails to meet such definition, except for human breast milk. The bill directs the Board of Agriculture and Consumer Services to implement a plan to ban all products misbranded as milk.

6. Budget Amendment Necessary: No.

7. Fiscal Impact Estimates: Indeterminate.

8. Fiscal Implications: This bill will have an indeterminate fiscal impact on the Department of Agriculture and Consumer Services (VDACS). The level of regulatory oversight required by this bill cannot be determined. It is unclear whether the bill's proposed ban on the sale of plant-based beverages labeled as milk would require regulatory oversight beyond the enforcement activities required for existing misbranded products. Due to the proliferation of plant-based beverages labeled as milk in grocery stores and other food establishments, VDACS indicates that if the intent is for VDACS to perform oversight beyond the enforcement activities required for existing misbranded projects, the agency will require additional resources.

9. Specific Agency or Political Subdivisions Affected: Department of Agriculture and Consumer Services.

10. Technical Amendment Necessary: No.

11. Other Comments: This bill is the companion to HB119 as introduced.