



**Puris Proteins LLC d.b.a. PURIS:
811 Glenwood Ave. STE 230, Minneapolis MN 55406
105 South Maple St., Turtle Lake, WI 54889**

October 23, 2019

To the honorable Senator Janet Bewley (sen.bewly@legis.wisconsin.gov):

It has been brought to our attention that there is proposed legislation to limit the use of certain terms such as “milk” and “meat” to animal derived products versus plant based products sold to consumers. As a company with its main production in Wisconsin at an old dairy facility that we bought in mothballs and then invested \$60 million in, we would like to provide our perspective.

The purported reason for this legislation is to minimize consumer confusion. Our own internal consumer insight efforts show that there is virtually no consumer confusion related to this, and it is more likely an effort by the animal meat and dairy industry to try and protect its turf. While it is sad to see some dairy operations failing, this legislation will do little to protect those operations from the changing tides of consumer eating habits. If anything, non-dairy plant based milk makers will likely double down on their advertising to establish their new brand identities as will analog meat makers such as Beyond Meat® and others. Increased advertising will reach more consumers and further erode market share of legacy animal operations. We would much rather see meat and dairy trade associations spending their marketing funds on positive messages around their products that are targeted at consumers than using them to leverage law makers.

At PURIS, we have worked hard to build a sustainable USA supply chain that culminates here in Turtle Lake, Wisconsin. We believe that consumers should have a choice and legislating protective measures in an effort to stem consumer demand is always a poor idea. While we choose to not make a formal stand for or against proposed laws such as this, we respectfully ask that you consider what ripple effects future legislation could have to family owned companies such as PURIS that continue to provide jobs here in the heartland.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jon Getzinger', written over a circular scribble.

Jon Getzinger

Chief Marketing Office

PURIS

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