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I think the way that plant based proteins is described is misleading. Calling Chickpea Nuggets "Chik'n" nuggets is innately misleading, and makes describing products to people difficult. Calling a pizza with proteins substitute "meat lovers" is again misleading. If meat products were labeled the same way to make people think they were vegetable based, there would be so many issues. Any meat substitute or plant based proteins should not be allowed to try and pass themselves off as names close to an existing meat.