

SB 1577 STAFF MEASURE SUMMARY

Senate Committee On Commerce and General Government

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Meeting Dates: 2/11, 2/16

WHAT THE MEASURE DOES:

The measure classifies fabricated-egg food products and manufactured-protein food products made with plant-based, insect-based or lab grown proteins as misbranded if their labels use identifying terms associated with eggs or meat without including clear language, in close proximity, disclosing that the product is not made from eggs or meat. It defines terms.

Fiscal impact: *May have fiscal impact, but statement not yet issued*

Revenue impact: *May have revenue impact, but statement not yet issued*

ISSUES DISCUSSED:

- Economic impact of cattle industry
- Product clarity for consumers
- Different types of alternative protein products
- How other states are responding to the alternative protein product market
- 1st Amendment

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

Alternative proteins is a term typically referring to food products designed to mirror conventional meat, dairy, or egg products, but derived from different sources. This includes:

- plant-based proteins: Foods made from ingredients like chickpeas, soy, or peas that replicate meat, dairy, or eggs
- insect-based proteins: Products derived from insects formulated to resemble traditional animal products
- cell-cultured meat: Protein produced by growing animal stem cells outside of an animal

The development of these products has led to states enacting laws that include banning the sale, manufacturing, and distribution of cell-cultured meat, prohibiting certain state agencies from purchasing the product, or addressing how alternative proteins are labelled. The most common type of labeling laws either ban labelling cell-cultured products as “meat” or requiring the use of qualifying terms or disclaimers.

The Oregon Department of Agriculture (ODA) administers state meat inspection and labeling under ORS Chapter 619, with authority to ensure meat and meat food products are safe, wholesome, accurately labeled, and not misbranded, and to promulgate rules to carry out those provisions. As part of the state inspection program, ODA reviews and approves labels for products produced under state inspection and requires that inspected products bear an official inspection legend and establishment number on their labels.