

Submitter: Anthony Miller
On Behalf Of:
Committee: Senate Committee On Commerce and General Government
Measure, Appointment or SB1577
Topic:

Chair and Members of the Committee,

I am writing in support of SB 1577, which establishes clear labeling standards for alternative protein products so consumers are not misled about whether a product contains meat or eggs.

This bill is fundamentally about truth in labeling and consumer transparency.

Consumers deserve clear, straightforward information.

Shoppers should not need to decode marketing language to understand what they are buying. When a product's branding, imagery, or name suggests that it is meat or egg-based, but it is actually plant-based, insect-based, or lab-grown, that creates confusion. Most consumers do not read every ingredient panel in detail; they rely on front-of-package cues. SB 1577 ensures that when a product uses meat- or egg-related labeling, there is clear disclosure if it does not actually contain those ingredients.

This is not a ban on alternative proteins. It is simply a requirement that labels be accurate and transparent.

Clear labeling protects all consumers, including those with dietary or religious restrictions.

Some people avoid certain foods for medical, cultural, or religious reasons. Others seek out meat or eggs specifically for nutritional reasons. Ambiguous labeling increases the risk that consumers will purchase something they did not intend to buy. SB 1577 helps prevent that by requiring clear disclosure when a product is not derived from the traditional source implied by its labeling.

This supports fair competition and honest marketing.

Traditional livestock and poultry producers must follow strict labeling rules.

Alternative protein companies should be held to comparable standards when using terminology that has long-understood meanings. Requiring clear qualifiers like "plant-based," "insect-based," or similar disclosures creates a level playing field while still allowing innovation and consumer choice.

The bill is narrow and reasonable.

SB 1577 does not prevent companies from developing or selling new protein

products. It does not restrict consumer access to those products. It only requires that if labeling suggests a product is meat or egg-based, the label must also clearly state when it is not. That is a basic consumer protection principle applied to a rapidly evolving segment of the food market.

As food technology changes, labeling standards need to keep pace so that consumers can make informed decisions. SB 1577 is a practical, common-sense step in that direction.

I respectfully urge you to support SB 1577.

Thank you for your time and consideration.

Anthony Miller
Rogue River, OR