

Submitter: Morgan Kromm  
On Behalf Of: Oregon CattleWomen  
Committee: Senate Committee On Commerce and General Government  
Measure, Appointment or Topic: SB1577

Chair and Members of the Committee,

My name is Morgan Kromm, and I am an Oregon cattle producer and the current President of the Oregon CattleWomen. I am writing in support of SB 1577.

SB 1577 is a common-sense consumer transparency bill. It does not prohibit the production or sale of plant-based, insect-based, or lab-grown protein products, nor does it limit consumer choice. Instead, it simply requires that these products be labeled clearly and honestly so consumers can easily understand what they are purchasing.

As a producer of real beef, I believe consumers should be free to choose whatever products align with their values, preferences, and dietary needs. However, that choice should be based on accurate and non-misleading information. When a product uses identifying meat or egg terms without clear disclosure that it is not made from meat or eggs, it creates confusion at the point of purchase. SB 1577 addresses this issue by requiring qualifying language that is conspicuous and transparent.

This bill creates a fair and level marketplace for all food products. Traditional meat and egg producers are already held to strict labeling and identity standards under state and federal law. SB 1577 simply ensures that alternative protein products are held to the same basic expectation of honest labeling, rather than benefiting from consumer assumptions about meat and egg terminology.

Importantly, SB 1577 still allows alternative protein companies to market their products and describe their intended use or sensory attributes. It only requires that they clearly disclose when a product is plant-based, insect-based, or lab-grown. This is not restrictive; it is informative.

Clear labeling protects consumers, supports informed decision-making, and maintains trust in our food system. SB 1577 helps ensure that Oregon shoppers know exactly what they are buying, regardless of the protein source.

For these reasons, I respectfully urge the committee to support SB 1577. Thank you for your time and consideration.

Sincerely,  
Morgan Kromm