

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

Dear Chair Meek, Vice Chair Drazen and members of the committee:

My name is Dayle Robnett, -I have worked as a meat processor for the past 28 years. In addition to processing, I am also the purchasing buyer for our retail store, which gives me a daily, firsthand understanding of what customers expect when they read product labels.

Clear, honest labeling matters. Our customers rely on us to provide real meat products, and they trust that the labels on our shelves accurately reflect what they are buying. As both a consumer and a producer, I believe it is essential that shoppers can easily distinguish between traditional meat and eggs and products that are plant-based, lab-grown, or otherwise manufactured alternatives.

Senate Bill 1577 is an important step toward protecting that transparency. It helps ensure that consumers are not misled and that decades of hard work, investment, and brand integrity built by ranchers and meat producers are respected.

This bill does not restrict innovation. It simply ensures that new technologies enter the marketplace honestly and responsibly.

In closing, Senate Bill 1577 supports consumer choice, strengthens transparency, and protects the integrity of Oregon's agricultural economy. Clear labeling is not only reasonable – it's necessary.

For these reasons, I support Senate Bill 1577 and respectfully ask for your support as well.

Respectfully,
Dayle Robnett
Meat processing business owner.