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Senate Bill 1577

Senate Committee on Commerce & General Government

February 11, 2026

Chair Meek, Vice-Chair Drazan, and Members of the Committee:

Oregon Farm Bureau submits this testimony in support of SB 1577, which strengthens Oregon's food labeling laws by addressing misbranding when manufactured-protein food products or fabricated-egg food products use labeling that suggests the product is meat or eggs without clear disclosure.

OFB supports policies that ensure labels are accurate, not misleading, and readily understood by consumers. When a product is not derived from a meat animal, it should not be marketed in a way that trades on well-established meat terms without clear qualifying language.

The clear disclosure included in SB 1577 protects consumers from confusion at the point of sale and helps maintain integrity in the marketplace for Oregon's producers. The bill does not ban alternative proteins or fabricated egg products. Instead, it requires straightforward disclosure so that consumers can make informed choices based on accurate product identity.

For these reasons, Oregon Farm Bureau supports SB 1577 as the bill promotes honest labeling, reduces consumer confusion, and reinforces a fair marketplace for Oregon producers and processors.

Thank you.


Lauren Kuenzi

Director, Government & Political Affairs