

Submitter: Melissa Ladner

On Behalf Of:

Committee: Senate Committee On Commerce and General Government

Measure, Appointment or Topic: SB1577

Dear Chair Meek, Vice Chair Drazen, and Members of the Committee,

My name is Melissa Ladner. I am a member of the Oregon Cattlemen's Association and the Oregon CattleWomen's Association. On behalf of my family and Oregon's ranching industry—which contributes nearly \$1.2 billion annually to our state's economy—I am writing in support of Senate Bill 1577.

Clear and accurate labeling of cell-cultured products is essential for consumer protection, transparency, and fairness in the marketplace.

Consumers deserve to know how their food is produced. Cell-cultured meat is created through a laboratory process that is fundamentally different from raising livestock. Clear labeling allows families to make informed choices and ensures transparency as new technologies enter the marketplace.

Federal agencies, including the FDA and USDA's Food Safety and Inspection Service, have already established labeling principles for cell-cultured products. Senate Bill 1577 aligns with these standards and promotes consistency and clarity. A recent national survey found that 74% of consumers want clear identification of whether meat is lab-grown or traditionally produced. This bill delivers that clarity.

As commercialization expands, Oregon livestock producers deserve a level playing field. Without clear standards, consumers could be confused and the integrity built by generations of ranchers could be undermined. This bill does not restrict innovation—it simply ensures honest and transparent marketing.

Senate Bill 1577 supports consumer choice, strengthens trust in our food system, and protects Oregon agriculture. Clear labeling is both reasonable and necessary.

Sincerely,
Melissa Ladner