

Submitter: Gabrielle Homer  
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 Gabrielle Homer and I am a member rancher and CFO of Painted Hills Natural Beef based in Fossil, Oregon, as well as a cattle feeder and President-Elect of Oregon CattleWomen. I have been working in the beef industry for 26 years, and throughout my career have interacted with consumers in person doing store visits, events, by email and phone and demos in stores cooking beef and talking with consumers. I can tell you from first hand experience that consumers care about where their food comes from, how it is raised or grown and want clarity and transparency in the information provided on labels. As a beef company, we field questions daily from consumers and retailers regarding, animal husbandry practices, raising standards, label claims and clarification for issues and subjects that concern them. Industry jargon and lack of transparency can critically degrade the confidence of consumers in our amazing Oregon Agricultural products.

I encourage you to support SB 1577 providing clarity and consistency in the use of the word meat, as well as any future legislation that supports clear, concise information about food and other agricultural products.

I thank you for your time and service to our beautiful state.

Sincerely and respectfully,

Gabrielle M. Homer