

February 13, 2026

Senator Mark Meek, Chairman
Committee on Commerce & General Government
Oregon Legislature
900 Court St. NE
Salem, OR 97301

Re: Opposition to Portions of SB 1577

Dear Chair Meek:

The Alliance for Plant Based Foods (APBF) respectfully opposes SB 1577 as it applies to plant-protein food products.

Founded in 2020, APBF is a coalition of some of America's most well-known companies to advocate for plant-based food policies that afford consumers the greatest choice, clarity, and flexibility in the marketplace. Members of the Alliance offer both traditional and plant-based food products appealing to a variety of consumers, including the growing consumer base seeking alternatives to traditional dairy, meat, poultry, and seafood options.

SB 1577's emphasis on transparent labeling aligns with our values; nonetheless, we are concerned that parts of it might be misinterpreted or extended in ways that could lead to unintended consequences for Oregon businesses and consumers.

Commitment to Transparency

APBF is dedicated to clear and accurate labeling for plant-based foods. Members use terms familiar to consumers not to deceive, but to accurately describe the texture, use, and nature of plant-based products. This approach works to enhance, not diminish, consumer understanding. APBF supports clear, accurate, and transparent labeling and marketing for plant-based foods, including allowing the use of common terms and indicators, if the products are clearly labeled as plant based. The restrictions in SB 1577 regarding plant-based products opposes proposals could restrict the ability to label and market plant-based products in a truthful way that makes it easy for consumers to understand what they are, and are not, purchasing.

Labels on our products explicitly indicate their plant-based nature. Today's consumers are increasingly aware and seeking plant-based options for a variety of reasons – health, environmental concerns, and ethical considerations. Consumers are not misled by our labels; on the contrary, they depend on them to make informed decisions aligned with their personal values.

Unnecessary

Proposed restrictions such as SB 1577 suggest that consumers are being misled by references to traditional meat terminology. The use of clear, accurate and transparent labels on plant-based foods serves to inform shoppers. The plant-based food sector represents a dynamic and rapidly growing industry. Restrictive labeling laws like those proposed in SB 1577 could significantly hamper innovation and growth in this sector, potentially limiting consumer access to diverse food choices.

The makers of plant-based alternatives want to make it clear to consumers what it is they are buying because their successes are built upon years of trust between their brands, shoppers, and their families. SB 1577 could unfairly impact one well established food category while promoting another. There is room in the market for everyone and governments should not be in the position of picking winners and losers.

For these reasons, the Alliance for Plant Based Foods respectfully requests that all references to plant-based food products be removed from SB 1577. While the goal of ensuring clear and honest labeling is one we share and support, the bill could lead to greater consumer confusion and hinder both consumer choice and the growth of a vital industry sector.

We appreciate your attention to our concerns and are open to discussing this matter further.

Sincerely,

Mark Doherty

Mark Doherty
On behalf of the Alliance for Plant Based Foods