Testimony in Support of SB 1577
Representative Bobby Levy
House District 58

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

For the record, my name is Bobby Levy and I sit as the State Representative for House District 58. Today, I am submitting testimony in support of SB 1577.

SB 1577 is a straight-forward consumer protection bill. Currently, if you shop at a grocery store, it's surprisingly difficult to figure out what anything is made of. Are the frozen chicken nuggets actually chicken? Or are they plant-based? Does this burger contain beef or is it a soy product? SB 1577 solves this problem by requiring food labelling to be clear and transparent ***at a glance*** when products use meat or egg terms, but don't contain meat or eggs.

In a world in which labels are often designed to confuse rather than inform, consumers deserve honesty and clarity when they are making choices for themselves and their families. SB 1577 does not ban any product, nor does it limit innovation or consumer choice. It simply ensures that when a product uses commonly understood meat or egg terms, the label clearly indicates whether those ingredients are actually present.

This bill is especially important for families with dietary restrictions, allergies, health conditions, or religious considerations, as well as seniors and busy parents who rely on quick, at-a-glance information while shopping. Clear labeling helps consumers make informed decisions and prevents unintentional purchases based on misleading packaging.

SB 1577 also supports Oregon's agricultural producers and food manufacturers who play by the rules and accurately represent their products. Transparent labeling creates a level playing field and builds trust between consumers and the marketplace.

At its core, SB 1577 is about honesty, transparency, and consumer confidence. It respects choice while ensuring that choice is informed. I urge the committee to support SB 1577 and appreciate your consideration of this common-sense consumer protection measure.

Bobby Levy