



HB 3410: Keeping more Oregon seafood local

Co-Chairs Woods and Gomberg, and members of the committee:

Many of you by now are aware that 90 percent of the seafood served and sold on the Oregon Coast isn't from our region. House Bill 3410 will support the efforts of the Oregon Coast Visitors Association with \$1.19 million to keep more of our local sea fare local, growing our economy and reducing our carbon footprint.

Planes literally are flying past each other, with one exporting our local prized bounty and the other replacing our catch with imported product. Plane by plane, we are increasing our planet's carbon footprint and shortchanging our communities, coastal economy and visitors. We can derive more economic value by doing more with it right here where it's caught.

Seafood has been at the center of Oregon's coastal economy since Day 1. HB 3410 will help us shift the paradigm so that more seafood is processed and sold locally. A 10-percent shift toward local consumption would add an estimated \$90 million in economic value to coastal communities.

HB 3410 resources will be used to develop a geographic information system for food systems with multiple layers to help develop Oregon's blue economy. The tool will connect food producers and food technology businesses for startup and expansion. The bill will help build more local seafood distribution system opportunities on the coast and within the state. The bill also will provide resources to help develop mariculture and coculture facilities in partnership with the Oregon Kelp Alliance. With HB 3410 resources, we can install a shared-use certified commercial kitchen, processing center and cold storage, as well as develop a mobile processing unit to be shared across multiple port districts.

OCVA –the destination management organization responsible for the Oregon Coast from Astoria to the California border – is the best organization to take the lead on this because we already have the connections with the involved industries up and down the coast. Fresh local seafood is one of our primary value propositions as a tourism destination. We are positioned to build the collaboration necessary to make this goal a reality. This issue also is central to coastal tourism, as local seafood is one of the top reasons visitors come to the coast. We urge you to support HB 3410.

Sincerely,

Marcus Hinz, Executive Director

Oregon Coast Visitors Association