

HB 2041 STAFF MEASURE SUMMARY

House Committee On Economic Development and Trade

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Sub-Referral To: Joint Committee On Ways and Means

Meeting Dates: 2/22, 4/5

WHAT THE MEASURE DOES:

Establishes the Certified Oregon Program (Program) within Oregon Business Development Department (Business Oregon) to certify for-profit and nonprofit businesses to use the term “Certified Oregon” when advertising. Creates the Certified Oregon Advisory Group (Advisory Group) to advise and make recommendations to Business Oregon to implement the Program and certify businesses. Specifies Advisory Group membership. Requires Business Oregon and Advisory Group to report to the Legislative Assembly on or before September 15, 2019 regarding the implementation of the Program.

ISSUES DISCUSSED:

- The Oregon brand
- Voluntary certification systems
- Advisory appointing authorities

EFFECT OF AMENDMENT:

BACKGROUND:

Oregon products, from wheat, to wine and beer, can often command price premiums over products produced in other states. However, under current Oregon law there is no state-run product certification program indicating whether products originated in Oregon.

House Bill 2041 would create the Certified Oregon Program within the Business Oregon for purpose of establishing program to certify for-profit and nonprofit businesses in Oregon that are permitted to use the term “Certified Oregon” on products and labels, in advertising and media.