

2/26/2019

RE: Support of SB 287

To Whom It May Concern:

I am writing to extend my support toward Senate Bill 287. My understanding is that upon being passed, SB 287 would give farm breweries the exact same land use rights that wineries and cidermakers already experience. I support farm breweries being able to hold limited commercial events at their facilities and showcase the farm-grown ingredients used in their beers, as well as allowing visitors to experience a beer's terroir through walking amongst the hops and other ingredients.

Oregon must look at ways to offer experiences that enrich the visits of residents and tourists through engaging them in the experience, rather than being kept on the fringes. We need to do all we can to offer the richest experiences to keep those selecting places to travel seeing Oregon as a premier setting where they are amidst the agriculture not just hearing it—but being fully immersed. Walking amidst the crops, smelling the aromas and feeling the textures of the leaves all make an impression on the senses. We know through scientific studies that when you have an enriched memory through engagement of multiple senses the experience remains for months and even years after leaving a farm. Think back on times when you have immersed all your senses through the beauty, textures, tastes, aromas and sounds—you have had a much more impactful experience.

Additionally, businesses like Rogue and their farm operations are supportive to organizations like the one I manage, Deepwood Museum & Gardens, by extending financial support/resources toward fund raising events, as well as cross promotion to attract attendees. It's an asset to nonprofit organizations to have businesses that recognize the value and beauty these destinations in turn offer.

For all the reasons stated above, I see value in passing Oregon Senate Bill 287 and hope those reading this letter will join me in this enthusiastic support. Please feel free to call upon me (contact information listed below) should I be able to provide further information or testimony on the value I perceive to the state's economy and residual impact on other businesses, as well as nonprofit organizations through the passing of SB 287.

All my best,



Yvonne Putze

