



April 19, 2021

Testimony to the Joint Committee on Ways and Means Subcommittee on Natural Resources:

On behalf of the Oregon Beef Council (OBC), I would like to share my resounding support for the Oregon Department of Agriculture's (ODA) budget request to expand marketing development opportunities for Oregon agriculture in domestic markets. I have a long history of working with ODA's Agricultural Development and Marketing Program (ADMP) and recognize the value of their professionalism in helping Oregon farmers and ranchers in developing and expanding marketing opportunities.

The OBC represents Oregon ranchers and beef producers and works with meat processors and other strategic partners to promote, educate, and conduct research that benefits the production and consumption of Oregon beef. The OBC has worked closely with ODA's Agricultural Development and Marketing Program to expand markets at home and abroad. Together, we work with regional and national organizations that leverage federal funding for Oregon beef in key export markets. Yet those resources are ineligible for marketing and promotion in the United States.

For many ranchers, opportunities are greatest in local and regional markets. But ADMP has had very limited resources to address work in domestic markets for many years. We are excited to support **Package 430**, which would provide resources to:

- assist local producers at any level of development to launch or grow their businesses,
- provide resources and promotional activities for businesses to expand to regional and national markets, and
- address local distribution challenges such as those facing Oregon meat processors.

Further, Oregon producers have long had difficulty raising the capital to establish or expand the facilities necessary to operate at economies of scale. This has been especially true for farmer or ranchers of color. The grant program to be established through **Package 090** is a welcome resource to address need for investment in the resilience of Oregon's local food supply chain.

We urge you to approve the Governor's Recommended Budget for ADMP, which would provide much needed resources for Oregon's food producers. Thank you for your attention to these comments and our desire to benefit Oregon consumers, farmers, ranchers, and other Oregonians.

Sincerely,

William N. Wise
Chief Executive Officer
Oregon Beef Council