



April 21, 2021

The Northwest Cider Association, based in Portland supports the efforts of the Oregon Department of Agriculture and would benefit from more support with local and domestic marketing. The hard cider industry as a whole is very young and only the very largest in the country are able to sell internationally. 90% of Oregon's cideries are so small that they don't even sell outside of the state. We're glad the Oregon Dept of Agriculture recognizes that so many agriculture and value-added producers in the state are smaller family farmers and need more support with domestic markets.

Thank you for your consideration.
Emily Ritchie

Executive Director
Northwest Cider Association