

## ANALYSIS

### Item 23: Department of Agriculture Sustainable Seafood Fisheries Market

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**Analyst:** Wendy Gibson

**Request:** Approve the submission of a federal grant application to the National Oceanic and Atmospheric Administration in the amount of \$450,000 to expand market demand for Oregon-produced seafood.

**Analysis:** On May 25, 2023, the National Oceanic and Atmospheric Administration (NOAA) released a notice of funding opportunity for Saltonstall-Kennedy Program grants. The program provides \$10 million annually in competitive grants to promote, develop, and market U.S. fisheries.

Grant recipients can receive up to \$500,000 with no state funding match requirement. Interested applicants needed to send a pre-proposal to NOAA outlining the request for review and consideration by July 24, 2023. The Oregon Department of Agriculture (ODA) submitted a letter on July 19, 2023. NOAA reviewed the letters, and on September 26, 2023, NOAA invited ODA to apply for the grant by the November 21, 2023, application deadline.

ODA is requesting a \$450,000 grant to expand support for Oregon seafood. According to ODA, over 75% of Oregon-produced seafood products are sold outside of the state in both domestic and foreign markets. In 2023, HB 3410 provided \$1.2 million for the Oregon Coast Visitors Association to increase capacity and enhance infrastructure for local fisheries. The NOAA grant funds will supplement the Legislature's investment and allow for additional partnerships, outreach, and promotions to expand the domestic and international seafood markets.

If awarded, ODA will return to the Legislature to seek additional Federal Funds expenditure limitation for the grant funds. The funding will become available in September 2024 and have a two-year performance period.

**Recommendation:** The Legislative Fiscal Office recommends that the Joint Interim Committee on Ways and Means approve the request.

**Request:** Authorization to apply for a \$450,000 grant from the National Oceanic and Atmospheric Administration (NOAA) Saltonstall-Kennedy program for promotion and development of Oregon's seafood industry.

**Recommendation:** Approve the request.

**Discussion:** The Oregon Department of Agriculture (ODA) requests approval to apply for a funding opportunity offered by the NOAA Saltonstall-Kennedy (S-K) program. The S-K program administers a yearly grant competition to fund projects that promote, develop, and market U.S. fisheries.

Similar to other Oregon agricultural industries, the seafood sector exports more than 70 percent of their products outside the state. Oregon also possesses sustainability certifications of the Marine Stewardship Council for the Pacific Pink shrimp, Pacific whiting, albacore tuna, as well as the West Coast Groundfish fishery.

If the grant is awarded, the Department's Water Quality Program will use the funds to promote and market products harvested from these sustainably certified fisheries in domestic and international markets.

This funding opportunity is a competitive grant with no match required. The submission deadline for the completed application is November 21, 2023, and the project timeline is Fall 2024 to August 2026. If successful, ODA will return to the Legislature to request additional federal funding limitation.



**OREGON  
DEPARTMENT OF  
AGRICULTURE**

*Protect. Promote. Prosper.*

635 Capitol St NE, Salem, OR 97301-2532

October 9, 2023

Senator Elizabeth Steiner, Co-Chair  
Representative Tawna Sanchez, Co-Chair  
Joint Committee on Ways and Means  
900 Court Street NE  
H-178 State Capitol  
Salem, OR 97301

Dear Co-Chairs:

**Nature of the Request**

The Oregon Department of Agriculture (ODA) respectfully requests permission to apply for a funding opportunity offered by the National Oceanic and Atmospheric Administration (NOAA). These funds are made available through the FY24 Saltonstall-Kennedy (S-K) Notice of Funding Opportunity (NOFO), the first S-K NOFO that the American Fisheries Advisory Committee drafted. The Saltonstall-Kennedy Program administers a yearly grant competition that funds approximately 40 projects for \$10 million that lead to promoting, developing, and marketing U.S. fisheries. The S-K Program aims to promote U.S. fisheries by assisting the fishing community to address marketing and research needs. The FY24 solicitation seeks applications that fall into one of three priorities:

- Promotion and Marketing
- Development, Infrastructure, and Capacity Building
- Science or Technology that Enhances Sustainable U.S. Fisheries

ODA plans to apply for \$450,000 in funding. This is a competitive grant, and there is no match required. The grant application is due November 21, 2023, and the project timeline is Fall 2024 to August 2026.

**Agency Action/Background**

Oregon is a thriving hub for diverse fisheries, playing a crucial role in providing jobs and fueling economic growth in rural communities, especially among small fishing families along the Oregon coast. Beyond the core activities of seafood harvesting and processing, the region encompasses boat building, repair, management, safety, research, education, and training, all of which significantly contribute to the local economy. However, Oregon seafood faces its fair share of

challenges due to its heavy reliance on domestic and foreign markets, with over 75% of its products sold outside the state yearly. Despite these challenges, Oregon seafood stands out as an exceptionally diverse and complex industry, setting a high bar by meeting the sustainability Marine Stewardship Council (MSC) standards. This unique certified fishery boasts a wide array of species, including sablefish, petrale and dover sole, lingcod, thorny heads, Pacific rockfish, pink shrimp, albacore tuna, and more, with Dungeness crab currently undergoing MSC assessment.

Additionally, The Oregon Coastal Visitors Association is lending its support to the cause of strengthening Oregon's local seafood industry. The recent passage of House Bill 3410 (2023) allocated \$1.19 million dedicated to local consumption and infrastructure; this represents a significant stride in preserving the state's wild caught seafood bounty. This allocation empowers our grant project to concentrate on domestic and international markets, amplifying its impact on the local seafood industry. We are committed to working collaboratively with all stakeholders to ensure the success of this initiative and promote the sustainability and prosperity of Oregon's seafood industry.

In collaboration with state partners, this project aims to boost demand for sustainable Oregon seafood domestically and internationally through partnerships and outreach, emphasizing the importance of consuming one of the planet's most sustainable protein sources. This initiative drives economic growth in rural communities, including small fishing families along the Oregon coast, and secures the future of Oregon seafood in domestic and international markets.

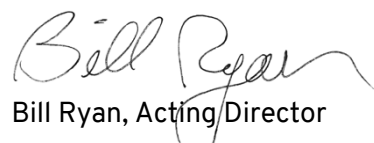
**Action Requested**

The department respectfully requests permission to apply for this funding opportunity.

**Legislation Affected**

If the grant application is successful, ODA will return to the Legislature for increased federal funds expenditure limitation.

Sincerely,



Bill Ryan, Acting Director  
Oregon Department of Agriculture