

Submitter: Twila Pierson

On Behalf Of:

Committee: Senate Committee On Natural Resources

Measure: SB507

Chair Golden, Vice-Chair Girod, and members of the committee,

My name is Twila Pierson and I'm writing on behalf of North Coast Food Web in Astoria Oregon in support of SB 507.

I am the Market and Food Access Manager at the North Coast Food Web. My many years in the local food system have been spent working on local farms and ranches, in the produce department of the local co-op, and now at the North Coast Food Web in Astoria Food Hub.

I'm writing today in support of SB 507, which will provide much needed improvements and upgrades to Oregon's Farm Direct Marketing Law first enacted in 2011.

SB 507, with the forthcoming amendment, will:

Include entities that assist small producers by aggregating, delivering, and assisting with the sale of FDML eligible products, into the FDML regulatory framework.

Add steam canning and freeze drying to eligible processes that can be used for the production of preserves, jams, and canned fruit and vegetables.

Improve consumer access to FDML products by allowing additional sales opportunities through consignment.

Include certain herbal tea blends, juices, and maple syrup as eligible products under OR's FDML.

I am excited to see the changes proposed in SB 507. With these changes, I'll be able to provide a place for small vendors who produce FDML products to sell at North Coast Online Farmers Market through consignment. North Coast Online Farmers Market is a consignment based market ran by the North Coast Food Web non-profit. This will greatly impact the small producers in our community who make canned and freeze dried preserves, jams and canned fruit and vegetables.

Our local food systems have increased demands that we must start to address — SB 507 will help Oregon farmers and producers continue to sell safe, fresh produce directly to their consumers in the modern era.

With opportunities to increase revenue through additional safe, value-added products like jams, pickles, preserved vegetables, canned fruit, herbal tea blends, maple syrup and juices, and the opportunity to expand marketing and delivery avenues, SB 507 will help both Oregon's small producers and the customers they serve.

Oregonians are demanding more local, sustainable and fresh products accessible in their communities. With the boom in farmers markets over the last decade, and the expansion of food hubs and food delivery systems, it's time to ensure Oregon's Farm Direct Marketing Law keeps pace.

The improvements in the legislation before you will help improve upon our robust local food system, expand producers' sales and income opportunities, and give everyone a clearer regulatory framework about what foods can and cannot be sold farm-direct.

Countless farmers and consumers benefit from this model and we support the continuation and modernization of this important process.

I urge your support for SB 507.

Thank you for your time and consideration.

Best,

Twila Pierson (she/her/hers)
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