

SB 507: FDML Improvements

Link: <https://olis.oregonlegislature.gov/liz/2023R1/Measures/Overview/SB507>

Hearing Date: Wednesday, Jan. 25

Hearing Time: 8:00 AM

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

My name is Alisa Ocean and I'm writing on behalf of The Cave Junction Farmers' Market. This is my 5th year managing our local farmers' market and I have seen firsthand how important our Farm Direct Marketing laws are in helping often very small and beginning farmers have the ability to support themselves and keep their farms operating by selling farm direct and value added products.

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 encouraged and excited to see the changes proposed in SB 507. With these changes, the local farmers in my community will be able to increase the variety of products and increase access to customers buying their local food and value added products.

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 pasteurized juice and herbal tea blends, 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.

Kindly,

Alisa Ocean

Cave Junction Farmers' Market Manager

O'Brien OR