

Submitter: Twila Pierson

On Behalf  
Of:

Committee: House Committee On Agriculture, Land Use, Natural Resources, and  
Water

Measure: SB507

Chair Helm, Vice Chairs Hartman and Owens, and members of the committee,

My name is Twila Pierson and I'm writing on behalf of North Coast Food Web in Astoria Oregon. I am the Market and Food Access manager for our non-profit organization. Our weekly, year-around online farmers market supports many value added producers. Our platform allows producers a place to sell their products though North Coast Online Farmers Market on a consignment basis.

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

SB 507A 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 507A. With these changes, the North Coast Food Web will be able to provide a platform that is accessible for local value added producers to sell their products to the community.

With opportunities to increase revenue through additional safe, value-added products like freeze dried fruits, herbal tea blends, dried herbs, maple and walnut syrup and acidic steam-canned goods and the opportunity to expand marketing and delivery avenues, SB 507A will help both Oregon's small producers and the customers they serve. 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. By allowing these sales to be conducted online, we will be able to support producers in our communities by providing a place for them to sell their products.

NCFW cultivates a resilient and equitable food system by supporting producers and

improving access to local food. I am in favor of SB 507!

Sincerely,

Twila Pierson