

HB 2969 A STAFF MEASURE SUMMARY

House Committee On Economic Development, Small Business, and Trade

Action Date: 03/26/25

Action: Do pass with amendments and be referred to Ways and Means. (Printed A-Eng.)

Vote: 9-0-0-0

Yeas: 9 - Diehl, Dobson, Isadore, Lively, Nguyen D, Osborne, Skarlatos, Watanabe, Yunker

Fiscal: Fiscal impact issued

Revenue: No revenue impact

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Meeting Dates: 3/12, 3/26

WHAT THE MEASURE DOES:

The measure appropriates \$840,000 to the Oregon Coast Visitors Association for a project around using fish for non-food manufacturing.

Detailed Summary:

Appropriates \$840,000 to the Oregon Coast Visitors Association for research and development, light infrastructure investment, and coordination capacity to replicate the 100% Fish Project of the Iceland Ocean Cluster in utilizing fish for non-food product manufacturing. Specifies budget for the project.

ISSUES DISCUSSED:

- Oregon Coast Visitors Association involvement in the project
- Use of transient lodging tax to fund the project
- Relation to House Bill 3246 (2025)
- Project budget components
- Perspective of seafood processing industry
- Potential private capital investment in the project

EFFECT OF AMENDMENT:

Replaces the measure.

BACKGROUND:

The Oregon Coast Visitors Association (OCVA) organized the [Oregon Cluster Initiative \(OCI\)](#) in 2021 to focus on enhancing the use of local sustainable seafood in small businesses. It is funded by the United States Department of Agriculture's (USDA) Local Food Promotion Program and Travel Oregon's Regional Cooperative Tourism Program. The OCI found that due to supply chain challenges, 90 percent of seafood sold on the Oregon Coast is sourced from other domestic and international markets. Additionally, most seafood harvested in Oregon is exported. They are working to address these challenges, aiming to "re-localize" food systems on the Oregon coast and support efforts to keep more local seafood in the community.

OCI discovered a concept called the [100% Fish Project](#), which is being implemented by the Iceland Ocean Cluster. This approach uses by-products from the fishing industry for high-value goods, including cosmetics, supplements, and pharmaceuticals. The concept was [introduced to the Oregon Coast](#) through workshops and informational sessions with the Iceland Ocean Cluster. Oregon stakeholders discussed ways to adapt the Icelandic model for the region. House Bill 2969 A appropriates \$840,000 to the Oregon Coast Visitors Association to replicate the 100% Fish Project, utilizing fish for non-food product manufacturing.