

February 11, 2025

To: Senate Committee on Rules

Re: SB 547 (Oregon Native Plant Appreciation Month) – SUPPORT

Dear committee members,

I am writing to express my strong support for SB 547, to establish April as Native Plant Appreciation Month in Oregon.

Along with climate change, habitat loss is the most critical environmental issue of our time. Any effort that will highlight Oregon's native plants and habitats will help instill in Oregonians an appreciation for our natural abundance and encourage them to be careful stewards of our resources.

Dedication of April as Native Plant Appreciation Month will also act synergistically with Oregon's outdoor tourism industry:

Of all visitors to Oregon in 2021-2022, nearly half participated in outdoor recreation (47.9%), and of those, 13.2% participated in nature observation, while 47% listed hiking, natural areas, or state parks. (Travel Oregon 2021-2022 Visitor Profile)

Finally, there are several organizations that have in the past held events and festivals during the ad hoc Native Plant Appreciation announcements the Governor has previously issued. However, those pronouncements are not guaranteed, and have been missed in years past.

This bill will bring stability to those organizations, allowing them to properly plan to celebrate April as Native Plant Appreciation Month.

Please support SB 547!

Sincerely,

Kevin Weitemier, PhD  
Portland, OR