

April 4, 2025
HB 3197 -2 Support

Dear Co-Chairs Kropf and Prozanski and committee members,

I write in support of HB 3197-2 which will add a new point-of-sale tax on beer, wine, and cider products in Oregon.

First and foremost, this proposal strikes a balance—it imposes only a small cost on consumers while generating significant revenue to address Oregon's addiction crisis. It is a small tax on the consumer -- at the register -- starting at 2 percent and gradually increasing to 8 percent. This is miniscule, but it will raise a meaningful amount of money to pay for critical programs to reverse our addiction crisis in Oregon. The data provided by the Legislative Fiscal Office estimates that the 2 percent tax would raise \$77 million per biennium, 4 percent will raise \$144 million, and 8 percent will raise \$222 million. Furthermore, the -2 amendment exempts small breweries from the tax, protecting Oregon's beloved establishments.

I am passionate about primary prevention – which seeks to delay or prevent disease or injury from ever occurring. By allocating a portion of these funds to primary prevention programs through local public health per HB 2954, we can delay or prevent Oregon youth from using substances like alcohol, cannabis, opioids, fentanyl, tobacco and other drugs – all of which can cause serious harm to a developing brain. This funding would help implement evidence-based programs in partnership with schools that give kids the tools and skills they need to build their self-esteem, establish healthy coping mechanisms and good decision making, reduce substance use, absenteeism, bullying, violence, depression, anxiety, and suicide ideation. Primary prevention provides a serious return on investment, especially when the investment is 2 percent of the alcohol cost. On a \$10 purchase, that's a mere 20 cents to save a life.

I know that raising taxes is politically difficult, but I have confidence in you – and your constituents will back you up. According to the latest Oregon Health Authority [adult health survey](#), 85% of Oregonians think alcohol is a serious threat to society and nearly half (45%) say drinking has caused trouble in their families.

We need you to step up and do this very difficult thing to improve health outcomes for our children. Thank you.

Sincerely,
Madelyn Hiner
Philomath, OR