

Submitter: Alanna Kieffer  
On Behalf Of:  
Committee: House Committee On Economic Development, Small Business, and Trade  
Measure, Appointment or HB4086  
Topic:

My name is Alanna Kieffer. I am a marine biologist and the founder of a small business, Shifting Tides LLC, dedicated to educating consumers about local sustainable seafood. My work focuses on inspiring Oregonians to make more informed, sustainable decisions about the food they put on their plates.

I am writing to express my enthusiastic support for HB 4086. This bill is not just a policy shift; it is a vital evolution in how we respect and utilize our marine resources.

In my work, I see firsthand the disconnect between consumers and the source of their food. We have been conditioned to value only the fillet, while discarding the rest. HB 4086 changes that narrative. By formalizing the 100 Percent Fish initiative and creating a roadmap for Industrial Symbiosis, this bill treats the entire fish as a precious resource rather than "waste."

When we educate consumers to make "better decisions," we aren't just talking about choosing the right species—we are talking about honoring the whole animal. If the State of Oregon was doing this, it would be much easier to promote individuals to do the same.

The "Iceland Model" proves the potential here: turning a \$12 cod into \$4,700 of economic value is a goal Oregon is uniquely positioned to achieve. As a small business owner, I know that the leap from a good idea to a viable product requires a supportive ecosystem.

HB 4086 aligns perfectly with the work I do every day: teaching people that a sustainable future depends on how creatively and responsibly we use what we harvest. By passing this bill, you are supporting small businesses, coastal economies, wildlife, and a more resilient Oregon.

I urge you to vote in favor of HB 4086.