

Submitter: Carol Tannenbaum
On Behalf Of:
Committee: House Committee On Agriculture, Land Use, Natural Resources, and Water
Measure, Appointment or Topic: HB4153

Date: February 9, 2026

Bill and Committee: HB 4153 – House Committee on Agriculture, Land Use, Natural Resources and Water

Dear Co-Chair Helm, Co-Chair Owens and Vice-Chair McDonald and members of the House Committee on Agriculture, Land Use, Natural Resources and Water

My name is Carol Tannenbaum, and I am owner of McKenzie River Lavender in Rural Lane County. I am writing in support of HB 4153 because it helps me sustain my farm through agritourism. Opening our doors to visitors allows people to experience the beauty of agriculture firsthand. This bill offers support for families and farming traditions in Oregon — not deregulation.

Our farm is in the visually stunning McKenzie River Valley that attracts visitors for outdoor recreation. The inherent beauty of a lavender farm in bloom acts as a strong visitor magnet for the McKenzie Valley offering another level of enjoyment for visitors and locals alike. We depend on visitor activity and host tourists as well as locals to the farm to enjoy the magical experience of picking a fresh bouquet of lavender in bloom. Our many lavender based products are sold directly to these visitors.

Working closely with McKenzie Valley tourism related businesses, we help strengthen our local tourism economy and establish meaningful connections with our neighbors.

As a bipartisan bill, HB 4153 is designed to protect farm stands, agritourism, and small farms like ours by modernizing outdated and unclear land-use laws.

For these reasons, I respectfully urge you to support HB 4153 and vote yes. Thank you for considering the perspective of rural Lane County farms.

Sincerely,

Carol Tannenbaum

Owner

McKenzie River Lavender

Walterville, Oregon