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On Behalf Of:

Committee: House Committee On Economic Development, Small Business, and Trade

Measure, Appointment or Topic: HB4086

I strongly support the 100 Percent Fish initiative because it reflects exactly the kind of innovation the Oregon Coast needs. Our coastal economy has long depended on tourism and commercial fishing, but projects like this show how we can grow economic value while protecting the environment and honoring coastal values.

100 Percent Fish turns what would otherwise be discarded fish byproducts into high-value goods. This model has been proven in Iceland and it is already gaining traction here in Oregon. With leadership from the Oregon Coast Visitors Association and its partners, Oregon is building the research, infrastructure, and market pathways needed to fully utilize our local catch, including nonfood products like collagen, medical materials, supplements, and fish leather.

I'm proud to support this work because it connects health, sustainability, and economic development in a tangible way. Iceland has shown that a single fish can generate thousands of dollars in value beyond food alone, and Oregon entrepreneurs are already adapting that model to our own species and fisheries. We are seeing early momentum through local research in Reedsport, product innovation at Local Ocean in Newport, and growing interest from companies looking to manufacture fish leather and other value-added products here in the state.

This is a smart, forward-looking investment that will pay dividends for years to come. 100 Percent Fish strengthens coastal economies, reduces waste, supports local jobs, and positions Oregon as a leader in circular seafood systems. I believe in it, and I'm excited to see how far it can go with continued support.