

Submitter: Stacey Gunderson

On Behalf Of:

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

Measure, Appointment or Topic: HB4086

100 Percent Fish – Turning Waste into Wealth

Chair and Members of the Committee,

Oregon's coastal economy has long depended on tourism and commercial fishing. Today, we have an opportunity to strengthen that foundation through innovation that grows our economy, protects our environment, and reflects our coastal values.

The 100 Percent Fish initiative turns what is now discarded fish waste into high-value products such as medicines, collagen, supplements, and sustainable materials. This is not theoretical. Iceland has shown what is possible, generating thousands of dollars in value from a single fish and building companies like Kerecis, a fish-skin medical technology firm that sold for \$1.3 billion. Oregon is ready to follow that model.

With your support, the Oregon Coast Visitors Association and its partners can advance research, product development, marketing, and infrastructure, including work already underway at the Wurgift Food Innovation Center in Reedsport and with Oregon State University. Coastal entrepreneurs are innovating now, from new health products to sustainable materials, but they need continued investment to scale. Companies are even considering relocating manufacturing to Oregon, bringing jobs and new industry with them.

This is a small investment with long-term return for our coastal communities and the entire state. 100 Percent Fish is good for health, good for the environment, and good for Oregon's economy.