

REVENUE: No revenue impact

FISCAL: No fiscal impact

Action:	Do Pass
Vote:	7 - 0 - 1
Yeas:	Conger, Doherty, Hoyle, Johnson, Matthews, Kennemer, Schaufler
Nays:	0
Exc.:	Esquivel
Prepared By:	Theresa Van Winkle, Administrator
Meeting Dates:	3/2, 3/18

WHAT THE MEASURE DOES: Allows for the commercial production and sale of bread, rolls and buns made only with whole grain flours. Eliminates a definition conflict in statute regulating the use of enriched flour.

ISSUES DISCUSSED:

- How Oregon's current statute regarding enriched flour prevents bakeries from entering growth markets
- Possibility of including seeds and nuts into the measure
- Level of support from Oregon Department of Agriculture

EFFECT OF COMMITTEE AMENDMENT: No amendment.

BACKGROUND: There has been a trend amongst consumers to purchase bread made with whole grain, unbleached, and unaltered flour. However, Oregon requires bread, rolls and buns produced in licensed facilities to be made only with flour enriched with vitamins. House Bill 3334 removes this restriction, allowing commercial bakeries to make bread products with flour whose vitamins are naturally based in whole grain, aligning the statute with federal law and the Food and Drug Administration (FDA) standards relating to whole grain bread products.