

**STAFF MEASURE SUMMARY**

**House Committee On Rural Communities, Land Use, and Water**

**Fiscal:** Fiscal impact issued

**Revenue:** No Revenue Impact

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**Action Date:** 04/14/15

**Action:** Do Pass. Refer To Ways And Means.

**Meeting Dates:** 04/14

**Vote:**

Yeas: 7 - Clem, Gilliam, Gomberg, Helm, McLane, Post, Witt

**Prepared By:** Ian Davidson, Committee Administrator

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**WHAT THE MEASURE DOES:**

Requires Oregon Department of Agriculture (ODA) to establish program to create marketing plan, design consumer and trade targeting efforts and undertake other actions to empower industry members to promote sales of value-added Oregon agricultural products, including sales in foreign markets. Appropriates funds to ODA for program.

**ISSUES DISCUSSED:**

- Growth of food manufacturing and beverage industry in Oregon
- Limit of proposed program to value-added Oregon agricultural products

**EFFECT OF COMMITTEE AMENDMENT:**

No amendment.

**BACKGROUND:**

Value-added agriculture entails changing a raw agricultural product into something new through packaging, processing, cooling, drying, extracting or any other type of process that differentiates the product from the original raw commodity. Examples of value-added agricultural products include garlic braids, bagged salad mix, artisan bread, lavender soaps and sausages. Adding value to agricultural products can result in increased profits, access to new markets, and an extension of the producer's marketing season.

House Bill 3531 would require the Oregon Department of Agriculture to establish a program to promote the sale of value-added Oregon agricultural products, including sales in foreign markets. The measure would also appropriate funds for the program.