

FISCAL IMPACT OF PROPOSED LEGISLATION

Measure: HB 3531

Seventy-Eighth Oregon Legislative Assembly – 2015 Regular Session
Legislative Fiscal Office

***Only Impacts on Original or Engrossed
Versions are Considered Official***

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Measure Description:

Requires State Department of Agriculture to develop and establish program to create marketing plan for value-added Oregon agricultural products.

Government Unit(s) Affected:

Department of Agriculture

Summary of Expenditure Impact:

See Analysis.

Local Government Mandate:

This bill does not affect local governments' service levels or shared revenues sufficient to trigger Section 15, Article XI of the Oregon Constitution.

Analysis: This bill directs the Department of Agriculture (ODA) to establish a program to promote the sales of Oregon raw and value-added agricultural products and consult with various industry stakeholders to develop the program. This bill has a blank General Fund appropriation.

ODA would conduct market research, develop a marketing plan and materials, contract with an advertising agency and a public relations company, conduct promotions, and depending upon the level of funding, target international, East Coast, and West Coast markets for targeted promotions for 5 - 7 product categories for 6 – 9 months. In addition, ODA would measure impact and brand awareness of Oregon products in targeted markets. ODA estimates these activities would cost between \$500,000 to \$5,000,000 General Fund, depending upon the focus and intensity of the marketing plans.