



March 28, 2017

Chair Lininger, members of the Committee, I am Lorianne Carey the Co-founder and Secretary of the Oregon Sungrowers' Guild based-in Williams, Oregon in Josephine County. I sincerely thank you for your time and consideration today. I have had the pleasure of working closely with Chair Lininger and Representative Helm over the past two years regarding the implementation of Measure 91 in all its facets. I am sincerely sorry a serious knee injury I recently sustained is keeping me from testifying in-person today. I am so excited about and thankful for the introduction of HB 3031 and the dash one Amendments. The Oregon Sungrowers' Guild supports the measure and the -1 amendments.

As a woman who has been Certified Organically farming vegetables, seeds and other medicinal herb (non-Cannabis) crops for over twenty years in the fertile soils and hospitable climate of rural Southern Oregon, I highly value my connection to the land and the region. We know there is a reciprocal relationship between the farmer and the land they till. Farmers contribute an immense amount of legitimacy, history and legacy to their regions. The culture of an area is highly influenced by its agricultural products, and vice versa. The value is substantially increased for farm-products coming from regions where Appellations are designated. I have watched the Applegate AVA, for instance, grow from a handful of scattered vineyards to a booming, legitimate agricultural and cultural phenomenon. There are now tasting rooms, tour busses and cultural events happening in our area that are directly a result of designating the region as distinct and unique. My wine-growing neighbors will attest to higher sales and more tourism to the region since the AVA was formed. Appellations are also a great way to bring farmers together for the benefit of the region, soil, families and products. A commonality is created, and a comradery among farmers is a result, as are better management practices through a shared-vision and standard for the region's products and quality.

The same is our vision for Cannabis products in the State of Oregon. The provisions of HB 3031 and the -1 amendments will facilitate the creation of brand protection and recognition within the State, and also when the Federal limitations on Inter-state commerce of Cannabis products are lifted. We want to ensure Oregon is the leader in the industry with high-standards that value the craft and talents of Cannabis farmers, so that consumers and patients are aware of where the product was grown, and the standards that are applied.

I am encouraged by our Board's collaboration with similar organizations and programs in California. Kristen Nevedal will be testifying today to inform you that designations like this not only work, but are of the highest importance for farmers and consumers alike. We want to ensure Oregon is able to dovetail the program here with national and International standards for Cannabis Appellations that are being created. By passing HB 3031 and the -1 amendments, Oregon will continue to be the leader in the industry nation-wide, and consumers in Oregon will also benefit from being able to choose their favorite region's Cannabis products, thereby supporting farmers and local economies. Many of our growing areas are rural and are in-need of value-added products and brand-recognition to be able to highlight their unique craft. This Bill is a visionary idea that is firmly rooted in



I thank you very sincerely for the opportunity to submit this testimony today, and I will be happy to answer any questions you have. My email is: lorianne@oregonsungrown.org. Thank you very much for your time and consideration!

Signed Very Sincerely~

Lorianne E. Carey
Secretary OSGG