

HB 3031 -1 STAFF MEASURE SUMMARY

House Committee On Economic Development and Trade

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Meeting Dates: 3/29, 4/12

WHAT THE MEASURE DOES:

Allows a person to petition the Oregon Liquor Control Commission (Commission) to allow a specific region be designated as an Oregon cannacultural area starting January 1, 2018. Specifies requirements and contents of petition. Takes effect on the 91st day after sine die.

ISSUES DISCUSSED:

- Marketing opportunities for specific areas of marijuana cultivation
- How the potential program would interact with counties that opted out of marijuana production
- Actions of neighboring states to recognize cannacultural regions

EFFECT OF AMENDMENT:

-1 Modifies petition requirements. Requires rules advisory committee be convened no later than January 21, 2018. Requires Commission be able to accept petitions no later than August 31, 2018.

Fiscal: Minimal fiscal impact

Revenue: No revenue impact

BACKGROUND:

Grape-growing regions of America can apply for a designation specifying a defined region as an American Viticultural Area. The establishment of viticultural areas allows vintners to describe more accurately the origin of their wines to consumers and helps consumers to identify wines they may purchase. There is a growing interest on the part of some states that allow marijuana, to allow a process to designate specified areas as cannacultural areas.

House Bill 3031 would allow a person to petition the Oregon Liquor Control Commission to designate and certify specified areas of Oregon as a cannacultural area.