



April 26, 2018

To the committee members,

The Northwest Cider Association supports SB 677, establishing standards for the establishment of cideries on land zoned for exclusive farm use or on land zoned for mixed farm and forest use.

We are a trade organization formed in 2010 by cider producers throughout the Pacific Northwest to promote awareness of regional artisanal ciders. There are more than 50 cidemakers in Oregon who are a part of the growing cider industry nationally. Craft cider grew 39% nationally last year and we're proud that Oregon is leading the nation in drinking the most cider per capita!

This is excellent news for job growth and tourism in Oregon. In fact, Willamette Week wrote about a new report from the Oregon Department of Economic Analysis on March 12th, that the craft beverage market in Oregon is adding jobs faster than the tech industry now. The jobs they're talking about "are not clerks selling six packs at convenience stores or people who work in restaurants" but people who brew beer or turn apples into cider.

Cider is an agricultural product at heart, being made exclusively from the juice pressed from apples. Our industry is nearly identical to the wine industry in that sense.

We support this bill, giving cidemakers the same opportunities as winemakers. The cider industry is the fastest growing beverage industry nationwide. We believe this bill will continue to encourage farm based cideries and a strong agricultural community and economy in Oregon. It will also connect consumers further with the rich farmland in our state. As we've seen with the Oregon wine industry, wineries on farmland are a huge boon for our economy and our community and strengthen our state's reputation. We urge you to pass SB 677 to strengthen our state through cider.

Sincerely,

A handwritten signature in black ink that reads "Emily Ritchie". The signature is written in a cursive, flowing style.

Emily Ritchie
Executive Director
Northwest Cider Association