



Date: March 30, 2017

To: House Committee on Rules

From: Kevin Bechtel

Re: Support for HCR 19

Building Oregon's Brand as a culinary destination with Fresh, Seasonal and Farm to Table offerings is only supported with the addition of Marionberry Pie as our state pie.

Why

- Created in Oregon, loved by Oregonians. Oregon marionberries and Oregon's Marionberry Pie are unquestionably quintessentially Oregon.
- The Marionberry is already popularly recognized as one of Oregon's unique delicacies
- Marionberry pie is uniquely Oregon – most Oregon restaurants feature marionberry pie and products on their menus.
- Marionberry creates an Oregon memory for travelers and tourists, at Shari's we get many inquiries about shipping our marionberry pies out of state
- The berry gets its name from Marion County, which is home to our state capital
- 90 % of the world's Marionberries are grown in Marion County
- Marionberry Pie is a fixture at summer family picnics around the state
- Eating a slice of Marionberry pie promotes a healthy Oregon lifestyle as it provides you with 2 of your daily requirement of 5 Fruits and vegetables a day
- Shari's number one selling pie is Marionberry Pie with 120,000 pies sold last year that's 720,000 slices of Marionberry Pie
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- Shari's Marionberry Pie is a ten time Gold Medal winner at the National Pie Championships held in Orlando, Florida
- Shari's March Pie Madness social media contest has named the Marionberry Pie the Winner for the last three years

History / Origin

Pie has been around since the ancient Egyptians. The Pilgrims brought their favorite family pie recipes with them to America. Over the years, pie has evolved to become what it is today "the most traditional American dessert".

Indigenous to Oregon the marionberry was developed by the USDA Agricultural Research Service at Oregon State University in Corvallis, Oregon. It was bred by George F. Waldo, as a mix between the small, flavorful 'Chehalem' berry and the larger, better-producing 'Olallie' berry. The berry was released in 1956 under the name Marion, after the county where it was tested extensively. Please note that the Marionberry is not a GMO or genetically modified organism, but rather a hybrid of the 'Chehalem' berry and the 'Olallie' berry.

Flavor

The Marionberry has a somewhat tart flavor, fairly earthy with traces of sweetness. It is larger, sweeter and juicier than the 'Evergreen' blackberry. The complexity of its flavor has led to a marketing label as the "Cabernet of Blackberries" making it the best berry for our State Pie.

Economic Impact and Season ^[2]

Oregon produces between 28 million and 33 million pounds of the Marionberry annually, with Marion County and Willamette Valley collectively accounting for over 90% of current production with one-hundred percent of the nation's

Marionberries come from Oregon grown by about 500 Oregon farmers and some 20 Oregon packers engaged in the production and packing of this berry with a value of about \$30 million dollars per year.

The Marionberries growing conditions are perfectly adapted to the mild, maritime Oregon climate, with its mild rains and warm summers. The berries ripen throughout late spring and early summer. The harvesting season is typically between July 10 and August 10, with a single acre producing up to six tons in a harvest.

Once this bill was introduced we posted it on our Facebook page and received a near record 11,000 hits in 2days.

There are definitely plenty of arguments on the yea side. Marionberry is an extra tasty variety of an already tasty berry. And in terms of berry pies, a Marionberry pie is really the best type of pie.

We respectfully request you support The Marionberry Pie as the Oregon State Pie. Not many things as a distinctly part of Oregon as the Marionberry Pie.

Don't just take my word for it as others have knighted the Marionberry as Oregon's fruit champion:

[Undeniable Reasons Why The World Wouldn't Be The Same Without Oregon from onlyinyourstate.com](http://www.onlyinyourstate.com)

Oregon is full of natural beauty and interesting cultures, and it also produces many foods, drinks, and products that are enjoyed all over the world. From Marionberries to Columbia Sportswear, Crater Lake and the world's first wiki, here are 15 of the many reasons Oregon is an undeniably precious place.

There would be no such thing as marionberries (or marionberry pie).... and that would be a tragedy. Marionberries were invented in Oregon (they're a hybrid of multiple kinds of blackberries) and Oregon still produces more than 90% of the marionberries in the world.

<http://www.onlyinyourstate.com/oregon/the-world-without-or/>

Digital media company Thrillist, names Marionberry Pie Oregon's unofficial comfort food.

<http://www.golocalpdx.com/food/marionberry-pie-named-oregons-unofficial-comfort-food>

Must-try bites, sips at First Taste Oregon Jan. 27-28

Willamette Valley Pie Company (Silverton): Who doesn't love Willamette Valley pies? This local bakery and fruit company will sell plenty of Oregon fruit treats for those who aren't willing to drive out Silverton Road for a slice of Marionberry pie

Bipartisancafe.com writes

Getting to Know Oregon's Own Marionberry!

Oregon's Marionberry, named for the county of its infancy as a species, may just be the food that best defines the Beaver State. Even though it is a relatively new species compared to the hazelnut (filbert if you're my granny), the Chinook salmon, and the mighty Dungeness crab, the marionberry has quickly become the food ambassador for the state. And, though it hasn't happened yet – at least two campaigns have failed so far – the marionberry may one day be enshrined by the state legislature as an official food of Oregon.

<http://bipartisancafe.com/pie-information/everything-you-ever-wanted-to-know-about-oregon-marionberries/>

<http://www.statesmanjournal.com/story/life/2017/01/17/must-try-bites-sips-first-taste-oregon-jan-27-28/96499280>

Shari's March Pie Madness

<http://www.marchpiemadness.com/>

Credits

<https://en.wikipedia.org/wiki/Pie>

<https://whatscookingamerica.net/History/PieHistory.htm>