



In support of HB 2416: Cannabis Business Certification Program

Chair Wilde and Members of the House General Government Committee,

My name is Kim Lundin. I'm the Executive Director of the Oregon Cannabis Association.

The Oregon Cannabis Association (OCA), established in 2014, is the oldest and largest cannabis trade association in Oregon. We are a member driven organization, comprised of cultivators, processors, retailers, and allied businesses. Our mission is to help one another thrive through networking events, educational resources, and political representation. The OCA includes small business owners, job creators, and taxpayers throughout Oregon who need access to the same vital services other small businesses rely upon, including banking and insurance services and standard tax deductions. As Oregon's cannabis industry continues to grow, we seek clear and sensible regulations that promote health and safety in our communities, excellence in our products and services, and compliance at every level of our industry.

I am writing in support of HB 2416. This bill would advance a cannabis business certification program for operations that use low-carbon cultivation techniques. We support this market-based incentive approach, in contrast to regulatory actions taken by other states such as California and Massachusetts, who are regulating cannabis energy and water issues, and their approaches are causing heartache among producers. This bill's focus on voluntary and verified leadership recognition is greatly preferred within the overall context of our interest in streamlined regulation. The fee-based funding mechanism for the bill, is a solid common sense approach and will provide a good ROI for the industry. The OCA believes in our collective responsibility to be good stewards of the planet. This bill is a step in the right direction by incentivizing the efficient use of energy and water. Additionally this investment in best farming practices will increase Oregon's competitiveness on the national stage as export opportunities open up in the coming years.

Thank you for your consideration HB 2416.

Sincerely,

A handwritten signature in blue ink that reads "Kim Lundin".

Kim Lundin
Oregon Cannabis Association

Connect. Learn. Grow.

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