

Submitter: Nicki Passarella

On Behalf  
Of:

Committee: House Committee On Agriculture, Land Use, Natural Resources, and  
Water

Measure: SB507

Chair Helm, Vice Chairs Hartman and Owens, and members of the committee,

My name is Nicki Passarella and I am the owner and operator of Storybook Farm in Sandy, Oregon.

Before becoming a farmer in 2017, I worked in farmers market management from 2010-2016, including managing the Portland State University market for two of those years. I also participated in the Headwaters Farm Incubator Program in Gresham, Oregon to build my business from the ground up, as a first-generation farmer. I am wearing all of these hats in support of SB 507A, which will provide much needed improvements and upgrades to Oregon's Farm Direct Marketing Law first enacted in 2011.

SB 507A will:

The Farm Direct Marketing Law is important to me, and many small diversified growers like me, because it offers us more ways to use up products that are not fit to sell due to pest or weather damage or to process excess produce into something sellable through the addition of steam canning and freeze drying eligible products. Also allowing additional consumer access to FDML products by allowing additional sales opportunities through consignment will be a game-changer!

Our local food systems have increased demands that we must start to address — SB 507A will help Oregon farmers and producers continue to sell safe, fresh produce directly to their consumers in the modern era.

With opportunities to increase revenue through additional safe, value-added products and the opportunity to expand marketing and delivery avenues, SB 507A will help both Oregon's small producers and the customers they serve. Win-win!!

Oregonians are demanding more local, sustainable and fresh products accessible in their communities. With the boom in farmers markets over the last decade, and the expansion of food hubs and food delivery systems, it's time to ensure Oregon's Farm Direct Marketing Law keeps pace.

The improvements in the legislation before you will help improve upon our robust local food system, expand producers' sales and income opportunities, and give everyone a clearer regulatory framework about what foods can and cannot be sold farm-direct.

Countless farmers and consumers benefit from this model and we support the continuation and modernization of this important process.

I urge your support for SB 507A. Thank you for your time and consideration.

Sincerely,

Nicki Passarella

she/her

owner/operator Storybook Farm

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