

Submitter: Kalani Whitney

On Behalf
Of: Happy Homestead Llc

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

Measure: SB507

My name is Kalani Whitney and I'm writing on behalf of Happy Homestead Llc, a small family farm and apiary outside of Astoria.

I'm writing today 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:

Include entities that assist small producers by aggregating, delivering, and assisting with the sale of FDML eligible products, into the FDML regulatory framework.

Add steam canning and freeze drying to eligible processes that can be used for the production of preserves, jams, and canned fruit and vegetables.

Improve consumer access to FDML products by allowing additional sales opportunities through consignment.

Include certain herbal tea blends, juices, and maple syrup as eligible products under OR's FDML.

We are blessed to have a wonderful organization here in town called the North Coast Food Web. They have been instrumental in helping farmers expand their markets and expose them to new customers. Presently many farmers have quality value added products available that due to the current law, we are not authorized to sell through their online farmers market. The passing of this law greatly benefits both farmers and customers, and for our farm personally, it would be a game changer. Please help Oregon be on the forefront of building truly local, sustainable food chains.

KEY MESSAGES:

I am excited to see the changes proposed in SB 507A. With these changes, I'll be able to offer more products, and support my family through the slow period, when the growing season ends.

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

like steam canned jams and syrups, and the opportunity to expand marketing and delivery avenues, SB 507A will help both Oregon's small producers and the customers they serve.

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,
Kalani Whitney