



OREGON'S BLUE ECONOMY

AN OPPORTUNITY FOR ALL OF OREGON — NOT JUST THE COAST

OREGON COAST VISITORS ASSOCIATION (OCVA)

COAST REGION

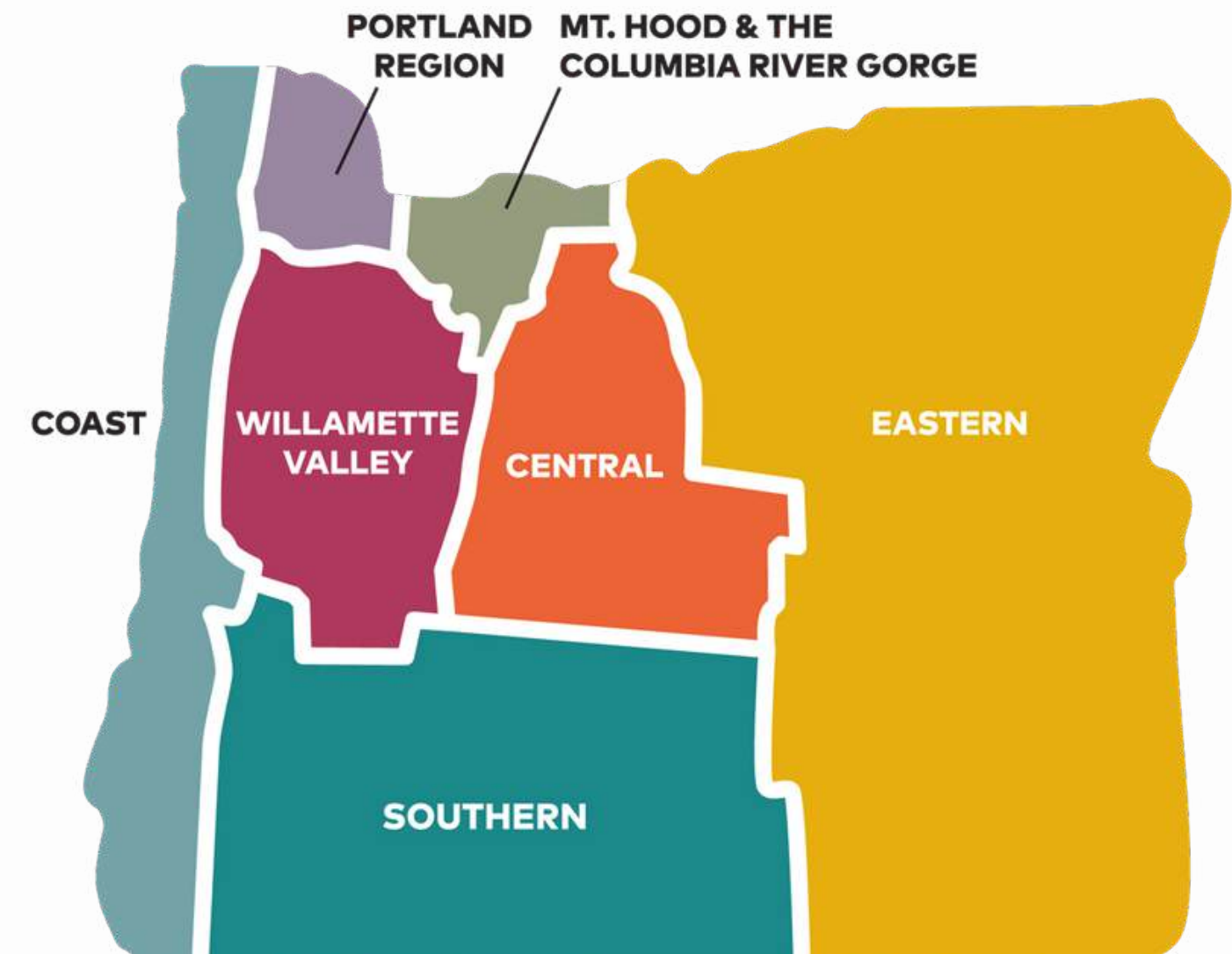
363 Miles of Coastline

14 Ports

7 Counties

32 Cities

4 Federally Recognized
Tribal Nations



- **Independent 501C6 Business Association**
- **Regional Destination Management Organization; appointed by the Oregon Tourism Commission dba Travel Oregon**



THE BLUE ECONOMY

"The sustainable use of ocean resources for economic growth, improved livelihoods, and jobs, while also ensuring the health of ocean ecosystems. It involves balancing economic prosperity with social equity and environmental preservation, moving beyond traditional ocean-based industries to incorporate sustainable and innovative practices."

Examples of blue economy activities include marine renewable energy, sustainable fisheries, and eco-tourism.

(National Oceanic and Atmospheric Administration [NOAA], 2022).

Blue Economy GDP Comparison

CA: \$45 billion

WA: \$14 billion

OR: \$3.1 billion

**BLUE TECH + BLUE FOOD =
WEALTH AND ECOSYSTEM STABILITY**

- 25–37% of global greenhouse gas emissions come from food production

BACKGROUND

Restaurant Closures Put Oregon Seafood Industry In Limbo



By Cassandra Profita (OPB)

April 14, 2020 5 a.m.



Commercial fisherman Clint Funderburg works a side job building refrigeration for one of many fishing boats that are stuck at the dock during the coronavirus pandemic.

Cassandra Profita/OPB

Commercial fisherman Clint Funderburg should be on the ocean right now, catching Dungeness crab on his fishing boat, the Widgeon. Instead, he's in his shop in Newport, and his boat is parked at the dock — likely until June.

The Hunger Games

October 8, 2025 Written by Amy Milshtein

BUSINESS

Oregon's fishing industry faces demand challenges at home and trade barriers abroad



By Kyra Buckley (OPB)

May 29, 2025 5 a.m. Updated: May 30, 2025 8:28 a.m.

Advocates for Oregon's fishing industry say cuts to the federal workforce and global trade tensions could hurt a sector already contending with low domestic demand.



Jason E. Kaplan

Volunteers in the food share kitchen at Food for Lane County prepare boxes.

Trump-era cuts promise to wreak havoc on the state's food pantries and programs just when Oregonians need it most. Oregon food pantries are struggling to meet the

**Oregon Seafood Supply Sources
Interim Technical Report**

from the project

**Potential Economic Impact from Increasing
Local Harvest Seafood Consumption on the Oregon Coast**

prepared by:
The Research Group, LLC
Corvallis, Oregon
and
Hans Radtke, Ph.D.
Natural Resource Economist
Yachats, Oregon

prepared for:
Oregon Coast Visitors Association

June 29, 2022



SEAFOOD SUPPLY CHAIN STUDY

*"It was found across all
establishment business types
(grocery stores, schools, fast-
food and family restaurants, etc.),
about 90 percent of seafood
supply was non-local catch"*

(TRG 2022). pg. 11-6

Striving for Self-sufficiency

Vulnerabilities in:

- **Business Resilience & Economic Prosperity**
- **Food Security & Community Health/Wellness**
- **National Security & Emergency Preparedness**



[Initiatives](#) ▾ [About](#) ▾ [Why?](#) ▾ [Resources](#) ▾ [Buy Local](#) ▾ [Get Involved](#) ▾

THE OREGON OCEAN CLUSTER

Keep more local seafood local.



OREGON OCEAN CLUSTER STRATEGIC INITIATIVES

2025 - 2030

INCREASING AVAILABILITY & VALUE

STRENGTHENING CAPACITY



LAUNCHING PROCESSING AND STORAGE INFRASTRUCTURE

COORDINATING MARKETING AND DISTRIBUTION

CATALYZING 100% FISH & INNOVATION

PROVIDING BUSINESS SUPPORT

DEVELOPING WORKFORCE DEVELOPMENT AND YOUTH TRAINING

SUPPORTING REGIONAL FUNDING AND FINANCING NEEDS

The need for processing and storage for ocean-based businesses is often an immediate barrier to growth, expansion, and serving the local coastal community.

OOC is leveraging our diverse network of partners to identify and deploy shared infrastructure that will address this bottleneck.

Multiple businesses are working to build their own, siloed marketing and distribution systems to move local ocean based products.

Shared marketing and distribution represents and opportunity to create economies of scale. OOC continues to convene the critical players to refine a shared distribution pilot program.

Within our ocean-based food system, there is tremendous waste. This presents an immense opportunity for new products.

Modeling off of the Iceland Ocean Cluster Initiative, we are identifying new product opportunities that can be scaled to generate wealth and jobs locally.

No one can go it alone. Launching or expanding businesses requires a variety of skills, resources, training, and expertise.

Through resource navigation, we are connecting businesses with the expert support they need. OOC will expand and institutionalize this process to enable greater impact.

Over time, ocean based careers such as fish processing have lost their market appeal as long-term careers.

We are expanding our youth training and creating a pilot workforce development program that will train the next generation of ocean-based workers and entrepreneurs.

Our regional innovation and collaboration is not possible unless we have the capacity and resources to execute our goals.

OOC will continue to coordinate funding and financing efforts, centering community needs and constraints to grow our regional impact.

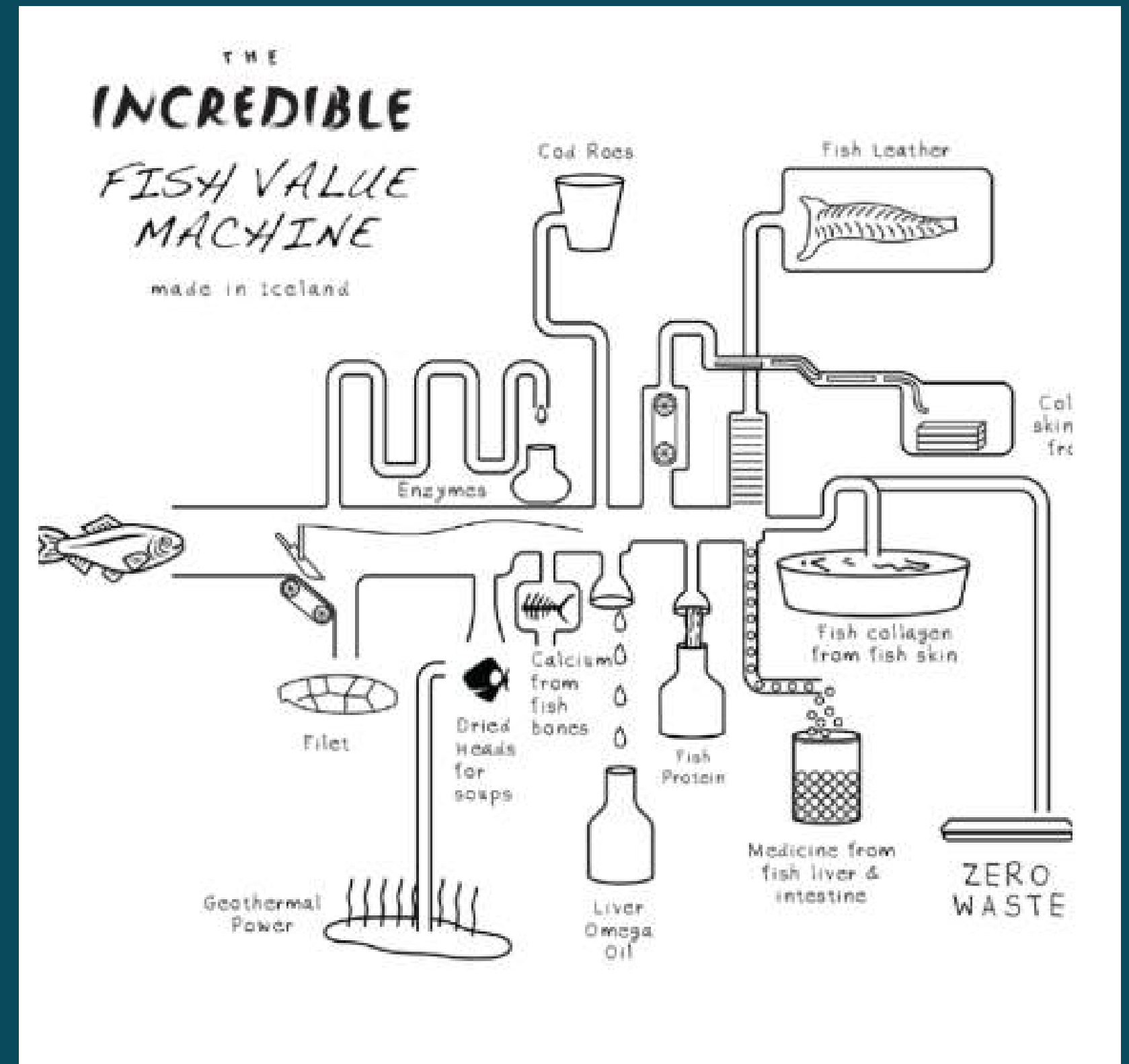
EXAMPLE OPPORTUNITIES
- *FROM WASTE TO WEALTH* -

THE VALUE IN SEAFOOD

What is the most valuable part of seafood?

Iceland Ocean Cluster:

\$18 cod now = \$4,700 per fish



Intact Fish Skin for Tissue Regeneration



[World](#) [Business](#) [Markets](#) [Sustainability](#) [Legal](#) [Commentary](#) [Technology](#) [Investigation](#)

Coloplast buys fish skin woundcare firm for up to **\$1.3 billion**

By Reuters

July 7, 2023 12:44 AM PDT · Updated July 7, 2023

Companies



Coloplast A/S

Follow



KERECIS hf.

Follow

Products



Technology



ABOUT

Washington State Strategy for the Blue Economy

Welcome the Fifth Wave of the Innovation Accelerator



{E-LIXR}



[Read the Press Release](#) 

30+ STARTUPS
GRADUATED SINCE 2018

\$450M RAISED
IN TOTAL FUNDING

500+ JOBS
CREATED

...and immeasurable impact to the Blue Economy.

[See Companies](#)

VISION

Washington State will be home to a world-class, thriving, and sustainable maritime industry by 2050.



Water

Agriculture

Materials

Technologies

Discover how we've unlocked
new possibilities

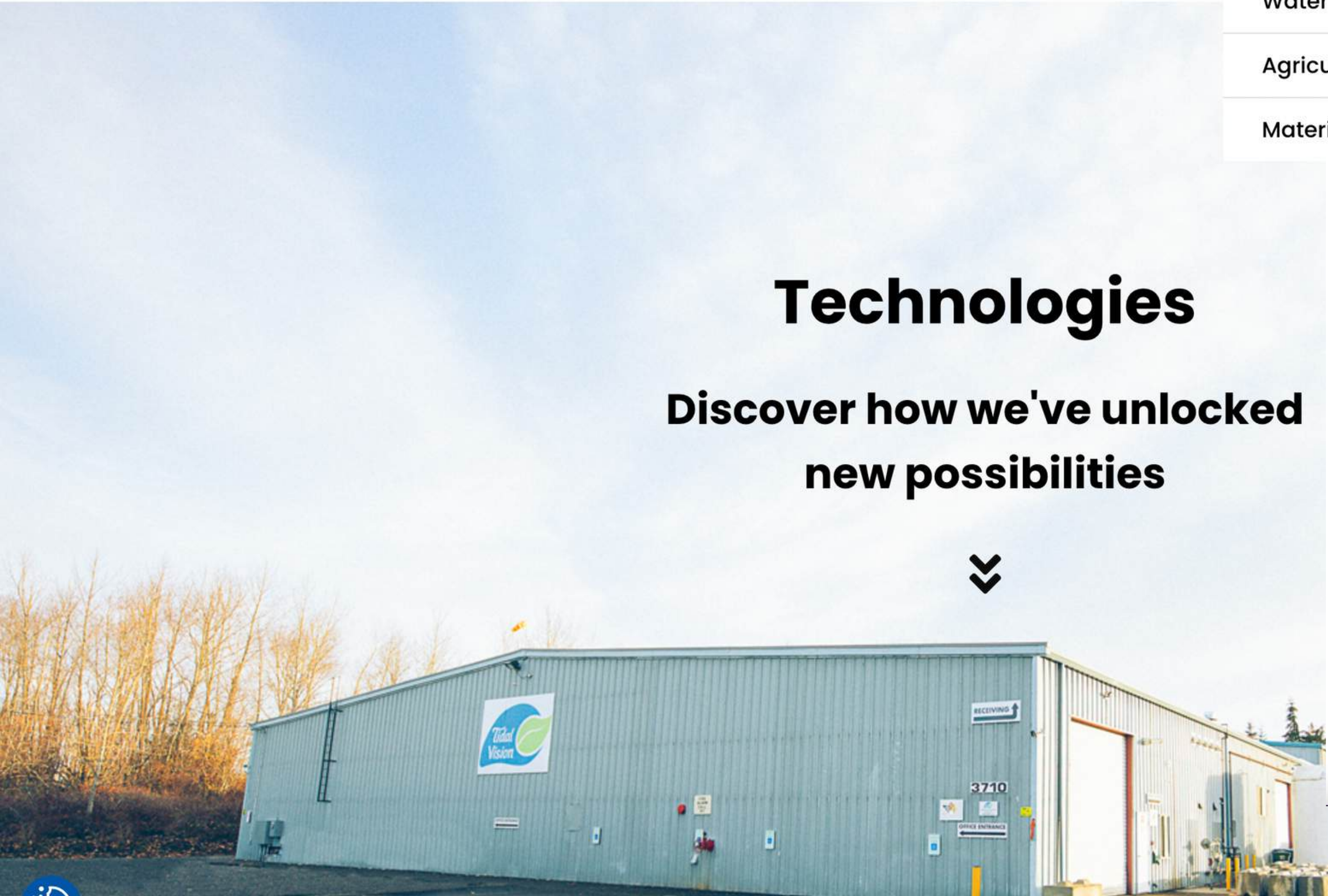


Tidal Vision completes **\$140M Series B** to Scale Chitosan Technologies Globally

NEWS PROVIDED BY
Tidal Vision →
Feb 05, 2025, 14:35 ET

Funding Fuels Global Expansion with New Facilities that Strengthen Supply of

BELLINGHAM, Wash., Feb. 5, 2025 /PRNewswire/ -- Tidal Vision, a biotechnology company focused on chitosan-based chemistries, announced the closing of an oversubscribed \$140M Series B round, exceeding its original target due to demand from strategically aligned investors including Calvert Capital (a venture arm of Eni S.p.A), Milliken & Company, KIRKBI Climate, Convent Capital, and the Oman Investment Authority's IDO Investments, and more.



SUPPORTING REASONS



GOVERNOR KOTEK'S EO 25-26

- Leverages state-owned and state-managed lands for carbon sequestration
- Directs agencies to strengthen and streamline conservation programs
- Encourages voluntary adoption of climate-friendly land management practices



GOVERNOR BROWN'S EO 20-04

- Establishes aggressive statewide greenhouse gas reduction targets
- Aims for an 80% reduction below 1990 emissions levels by 2050

OCEAN RESOURCES AND THE BLUE ECONOMY MARKET ANALYSIS

Oregon Ocean Resources and the Blue Economy Market Analysis (Full Report)

Background

The Oregon coastline spans over 363 miles. The coast, as well as connected estuarine and riverine areas that are integral to the blue economy, is home to more than one million people across nine counties (Figure 1).¹ The state also is home to incredibly rich and biodiverse marine and coastal ecosystems, which provide the natural and cultural resources that many businesses and industries within the blue economy rely upon. Oregon's blue economy, which generated an estimated gross domestic product (GDP) of \$3.1 billion in 2019, plays a key role in the ecological and socioeconomic sustainability of ocean industries and the coastal and rural communities that depend on them (National Oceanic and Atmospheric Administration [NOAA], 2022). The blue economy is important not only locally, but also nationally—NOAA released a [Blue Economy Strategic Plan for 2021-2025](#) that helps pave a way for new and innovative ways to advance blue economies across the nation, as well as strengthen the global blue economy (NOAA, 2021). While Oregon has a growing blue economy sector, it is not as developed as other states, such as Washington and Alaska, when it comes to aspects such as jobs, relative contribution to the overall market, and established industries. Opportunities exist to strengthen investments in Oregon's blue economy and catalyze new innovations in areas such as marine transportation, ocean exploration, seafood competitiveness, and coastal resilience (Business Oregon's Industry Advisory Committee, 2022).

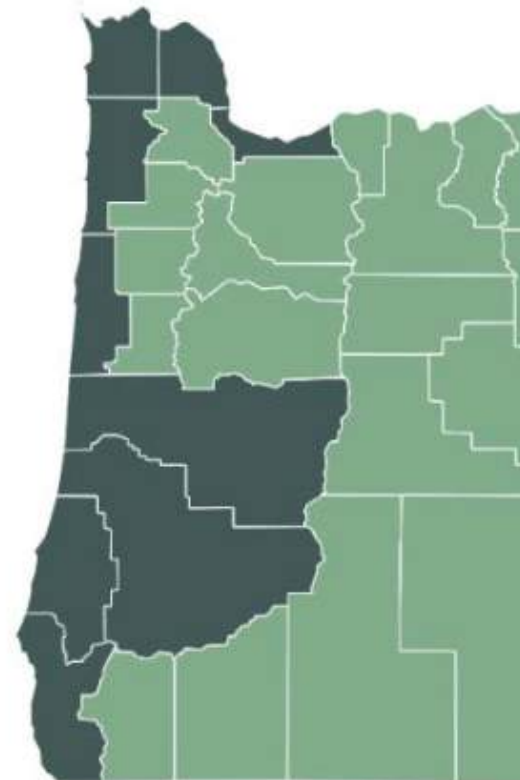


Figure 1. Oregon coastal counties.

Purpose and Overview of This Report

The 2022 Oregon Legislature directed Business Oregon to conduct a market analysis of Oregon's ocean resources and blue economy sector. Business Oregon commissioned Eastern Research Group, Inc. (ERG), to develop this comprehensive analysis on growth trends, emerging industry sectors, and opportunities. The goal of this report is to inform a coordinated vision, priorities, and actions that can shape the state's blue economy approach and increase overall investments on the Oregon coast.

To guide report development, ERG engaged representatives with knowledge in the blue economy through four main avenues: an Advisory Committee, a project Steering Committee, key informant interviews, and a blue economy industry representative survey. ERG analyzed all data and used inductive and deductive coding to identify key themes and trends across respondents. Interview and survey findings informed this final report. For more details on the engagement methods, please see Appendix A. Engagement Methods.

Defining Oregon's Blue Economy

Oregon's blue economy comprises the many sustainable economic activities, innovations, and emerging markets that depend on the ocean, shoreline, and estuaries directly along the Oregon coast. The blue economy also includes activities that are geographically and economically linked to ocean, coastal, and estuarine businesses, and industries, such as transport of goods, entrepreneurship, and advanced manufacturing occurring in interconnected riverine systems and ports. Industries within Oregon's blue





RESILIENCY DASHBOARD

OUR RESPONSIBILITY TO THE COAST

On the Oregon Coast, we're encouraging sustainable travel to support the long-term health of our economy and our natural resources.

Oregon Coast Visitors Association: Mitigation Adaptation and Resiliency Plan- 2024 Update

Prepared by: Patty Martin, Ph.D. Climate Scientist
Prepared for: Oregon Coast Visitors Association
January 16st, 2025

**COMMUNITIES ALREADY MOVING
ON THE BLUE ECONOMY**



SOUTH COAST DEVELOPMENT COUNCIL

SOUTH COAST ACCELERATOR

Technology:

- Tech Startup Founder
- IT Solutions Architect
- Data Scientist
- Digital Marketer
- Graphic Designer

Green Energy:

- Solar Energy Consultant
- Energy Efficiency Engineer
- Green Tech Product Developer

Blue Economy:

- Marine Biotechnologist
- Oceanographer
- Aquaculture Technologist
- Coastal Resource Manager

Educational Technologies:

- EdTech Product Developer
- Learning Experience Designer
- Educational Software Engineer
- Online Learning Consultant

Renewable Energy Solutions:

- Renewable Energy Analyst
- Renewable Energy Startup
- Bioenergy Systems Developer

Software Development:

- Full Stack Developer
- Mobile App Developer
- DevOps Engineer
- UX/UI Designer

Blue Economy

Working With Coastal Partners to Grow Our Blue Sector Assets

Dive into the unlimited potential of the **New Blue Economy**

The Pacific Ocean offers sundry resources which allow for a diverse range of business creation. The Blue Economy encompasses all of the economic sectors that utilize and affect those resources, including but not limited to, commercial fishing and seafood processing, shipbuilding and repair, marine and coastal tourism, shipping and transport, marine aquaculture, ocean renewable energy, and marine research and development. With 60 miles of Pacific coast, three ports, and a marine science research center, Lincoln County has a thriving Blue Economy and endless opportunity for growth and development.



Oregon & the Blue Economy

[← Back](#)

Terminal One

Coos Bay, Oregon 97420 - [View City Profile](#)

PDF

Print

Share

Documents

KML

Virtual Tour

Map View

Street View

3D Rotation



Contact Information

A. LaMar Hoy

Description

- Property is approximately 167 acres

Map Layers

Local Data

Broadband (2025)

Energy

Environmental

Geography

Incentives

Points of Interest

Post-Secondary Education

Transportation

Turn Off All Layers

Show Properties

Map

Satellite

Terminal One

Coos Bay, Oregon



5 - 165 acres



From Concept to Production



Oregon BioInnovation Hub (OBIH)

Adding Value to Oregon's Natural Resources through Science & Innovation



Mission

Bridge **science and commercialization** by transforming Oregon's natural resources into **high-value ingredients and sustainable materials**, connecting research, pilot processing, and industry to drive innovation and regional impact.

Vision

Establish the **Reedsport facility** as Oregon's **flagship BioInnovation Hub** for:

- Developing sustainable ingredients and bio-based products.
- Creating **manufacturing & scientific research jobs** and economic diversification.
- Advancing **scientific research** through partnerships with OSU and others.
- Supporting **entrepreneurs and start-ups** in sustainable food, marine, and circular bio-economy ventures.

Wurgaft Food Innovation Center is a vertically integrated R&D and processing lab for functional, plant-based food ingredients.

[Schedule a Consultation](#)



Oregon's Thriving Maritime Economy.

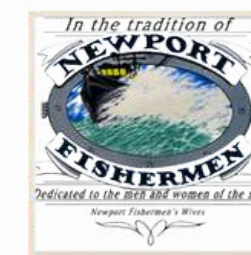
The maritime industry is a major economic engine for Oregon's economy, generating \$3.4 billion annually in revenue and supporting countless businesses, from coastal fishing operations to advanced manufacturing and logistics. As global demand for maritime services grows, Oregon's strategic location, innovative workforce, and commitment to sustainability make it a leader in the Blue Economy. Investing in industry related careers means investing in Oregon's future, creating jobs, strengthening coastal communities, and ensuring the State remains a key player in the global economy.

The following are the jobs with the most employment in Oregon's maritime sector:

- Fishermen & related Fishing Workers
- Fishermen & related Fishing Workers
- Welders
- Structural Metal Fabricators
- Cargo & Freight Agents
- Mobile Heavy Equipment Mechanics
- Merchant Mariner Sailors
- Laborers to move Freight, Stock and Materials
- Tank Car, Truck & Ship Loaders



Program Partnerships



Supporting the local food movement on the Central Oregon Coast

With a state-of-the-art processing facility, local online market, and business support for producers, the CCFW is strengthening our local, coastal and regional food systems by providing services and support to small, independent food producers and making it easier for all people to eat local food.



Kiara Caruso

BLUE FOODS COORDINATOR

Blue foods, food from oceans and rivers, are the underpinning of food economy in coastal Oregon. As our resident Blue Foods Coordinator, Kiara will provide technical and social support to fishers and seafood producers, with the ultimate goal of increasing the availability of and access to local seafood products in the region.



Oregon Coastal Mariculture Collaborative



Mariculture Events



Upcoming Events

Mariculture Future Forum

November 12-13th, 2025
Coos Bay, Oregon

The Mariculture Future Forum will bring together growers, Tribes, chefs, scientists, regulators, funders, and other partners to envision ways of advancing Oregon's mariculture sector. Oregon has a small yet mighty oyster farming industry, and emerging practices like urchin ranching and onshore dulse cultivation; however our mariculture efforts are largely underdeveloped compared to our potential.

The Oregon Coastal Mariculture Collaborative is working to change that. We want to advance mariculture in Oregon and build widespread awareness and enthusiasm for this vital work. We want to explore all the forms of mariculture from traditional practices to restoration to commercial enterprise. To achieve this, we are hosting a forum to explore what's truly possible. We aim to envision what mariculture could look like in Oregon in the next 1, 5, 30, or even 50 years. We'll discuss how we'll get there, and highlight the foundational work we're doing now to build towards that future. Our Mariculture Future Forum is a celebration of Oregon's immense potential in this field.

Future Forum Goals

- > Identify mariculture development priorities for the next 1 to 3 years
- > Identify mariculture research needs for Oregon State University and other institutions
- > Identify funding pathways for mariculture that build the future we want

IMPACTED SPECIES



SUNFLOWER SEA STARS
Pycnopodia helianthoides

[Learn More](#)

ABALONE
Haliotis

[Learn More](#)

SEA OTTER
Enhydra lutris

[Learn More](#)

ROCKFISH
Sebastes

[Learn More](#)

BULL KELP
Nereocystis luetkeana

[Learn More](#)

The Oregon Kelp Alliance (ORKA) represents diverse interests in kelp forest ecosystems, and includes commercial urchin divers, researchers, managers, conservationists, tribal members, tour guides, sport divers, chefs, and other community members in support of healthy kelp forests.



Oregon State University

COMES - Newport

Newport's researchers focus on marine fisheries management, resource dynamics, ecology, economics, genetics, marketing, and sustainability, as well as on aquaculture, ecotoxicology, and impacts of sharks on marine systems.

Astoria Seafood Lab

In Astoria, the focus is on seafood-related research, incorporating improved quality, seafood safety, and value-added products. The worldwide Surimi School is also headquartered here.

The Coastal Oregon Marine Experiment Station – the first marine experiment station in the nation – came into existence following a lobbying effort by Oregon's fishermen for more applied research in fishing management and marketing. This idea, first broached in 1985, was adopted in 1989, when the Station – incorporating the previously established Astoria Laboratory – was officially established.

Coastal Oregon Marine Experiment Station

The Coastal Oregon Marine Experiment Station, a research component of OSU's College of Agricultural Sciences, is located off-campus. COMES' fisheries and aquaculture research is based at the **Hatfield Marine Science Center** in Newport, on the central Oregon coast. COMES' seafood science and surimi research is based at OSU's **Seafood Research & Education Center** in Astoria, where the Pacific Ocean meets the Columbia River.



[← Back to All Events](#)

Blue Foods Forum

Sunday, February 1, 2026, –
Monday, February 2, 2026,

[Google Calendar](#) · [ICS](#)

SAVE THE DATE

BLUE FOODS FORUM

Sunday, 2/1 + Monday, 2/2, 2025



IMAGINE OREGON

100% Fish

Iceland Ocean Cluster

Medical
Pharmacy
Agriculture
Clothing Food
Products





ROCKFISH CHIPS – FISH SKIN DOG TREATS (5 OZ)

\$15.00

4 interest-free payments of \$3.75 with Klarna ⓘ

NEW! Local Ocean is now making pet treats for your coastal companions.

Contains 5 oz rockfish skin dog treats, approximately 7–10 pieces.

Air-dried on the Oregon Coast, these seafood snacks are single-ingredient, using only fresh fish caught by the Newport commercial fishing fleet. These crunchy fish skins are high in omega-3 fatty acids, marine collagen, and trace ocean minerals for healthy and shiny coats!

Order in bulk via Dockbox or check out our rotating selection of treats at our seafood market. Shipping nationwide soon!

Quantity:

1



RECOMMENDED FOCUS AREAS

Examine other Blue Economy strategies
(CA, WA, Alaska, Maine)

2027 POLICY PACKAGE?

**ALIGN OUR DATA
COLLECTION
REGIONALLY.**

**REVIEW
REGULATORY
REGIMES FOR
SHELLFISH,
MARICULTURE.**

**CREATE
INNOVATION
INCUBATOR FOR
ENTREPRENEURS.**

**SUPPORT CURRENT
PUBLIC/PRIVATE R&D
EFFORTS.**

**THE OREGON COAST NEEDS OREGON.
OREGON NEEDS THE OREGON COAST.**





THANK YOU

Marcus Hinz, Executive Director
Oregon Coast Visitors Association
director@thepeoplescoast.com