

HB 3568 STAFF MEASURE SUMMARY

House Committee On Education

Prepared By: Chris Bechtel, LPRO Fellow

Sub-Referral To: Joint Committee On Ways and Means

Meeting Dates: 3/17

WHAT THE MEASURE DOES:

The measure appropriates \$600,000 from the General Fund to the Oregon Department of Education for distribution to the Oregon Coast Visitors Association. The funds are to be used for educational programming and marketing in public schools, improving seafood awareness and proficiency in public schools, and support seafood harvesters and processors to develop products for use in public schools. The measure also appropriates \$200,000 from the General Fund to the Department of Agriculture for local food incentives and product development of seafood products in public schools. The measure declares an emergency and takes effect on July 1, 2025.

Fiscal impact: May have fiscal impact, but no statement yet issued.

Revenue impact: May have revenue impact, but no statement yet issued.

ISSUES DISCUSSED:

EFFECT OF AMENDMENT:

No amendment.

BACKGROUND:

According to the [US Department of Agriculture \(USDA\)](#), seafood is a protein that provides beneficial fatty acids. The USDA recommends that children age two to eight consume two to six ounces of seafood each week and for children age nine and older, the recommendation is to consume eight to 10 ounces of seafood. The USDA recommends that young children consume seafoods higher in beneficial fatty acids and lower in methylmercury.

The [Oregon Coast Visitors Association](#) (OCVA) is the official Regional Destination Management Organization for the entire Oregon Coast. The OCVA works with coastal communities to create partnerships, destination development projects, and destination marketing. According to the [Oregon Department of Fish and Wildlife](#), in 2023, the Oregon commercial fishing industry harvested 301.4 million pounds of seafood worth over \$177 million.