



February 9, 2025

To: House Committee on Economic Development, Small Business, and Trade

From: Oregon Organic Coalition

**RE: Supporting HB 2689**

Dear Chair Nguyen and Members of the Committee:

I am writing on behalf of the Oregon Organic Coalition (OOC) to express support for the concept of the legislature allocating resources for domestic marketing of Oregon products. The OOC has long advocated for Domestic Marketing POPs at the Oregon Department of Agriculture, and we are excited to see additional legislation to encourage this kind of economic development.

Incorporated in 2008, the Oregon Organic Coalition (OOC), works to promote the growth of Oregon's organic industry and community. By bringing together farmers, businesses, and affiliated organizations, OOC provides leadership, advocacy, and support to expand the organic sector, while building resilient regional food systems.

The OOC would like to highlight that in 2022 the legislature declared organic farming as one of five "emerging industries" in the state and appropriated funds for economic assessments of each of the emerging industries. The organic assessment lays out several opportunities to build economic, agricultural, environmental, and community resilience in Oregon through the organic sector. This organic assessment, as well as the others, could be useful references for some of the work laid out in HB 2689. All of the assessments and their summaries can be [found here](#) on Business Oregon's website.

We are happy to support this legislation and respectfully ask the committee move the bill forward.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Wong". The signature is fluid and cursive, with a long, sweeping underline.

Amy Wong  
Oregon Organic Coalition - Coalition Director