

Submitter: Kyle Stevens

On Behalf Of:

Committee: House Committee On Economic Development, Small Business, and Trade

Measure, Appointment or Topic: HB2969

Chair Nguyen, Vice-Chair, Members of the Committee on Economic Development, and Vice-Chair Diehl,

Thank you for the opportunity to submit testimony in support of House Bill 2969. This legislation represents an exciting opportunity to expand Oregon's coastal economy through innovative and sustainable use of fish byproducts.

HB2969 would appropriate approximately \$800,000 to the Oregon Coast Visitors Association to distribute to their local partners. This funding will be crucial for developing the infrastructure and conducting essential research and development to maximize the potential of what we refer to as "100 Percent Fish." This initiative aims to utilize fish processing remnants—such as skins, scales, bones, and oils—that are currently discarded or underutilized.

Inspired by successful models such as those in Iceland, Oregon can create robust new markets from fish byproducts. Fish leather has been successfully marketed globally for fashion and automotive industries. Fish-derived collagen, fish oils, and proteins are increasingly used in high-value sectors such as pharmaceuticals, health supplements, and cosmetics.

This legislation would directly stimulate job creation along the Oregon coast, including new employment in areas such as product research and development, specialized manufacturing, and marketing. We anticipate increased demand for local expertise in product design, laboratory research, processing infrastructure, marketing, and sales. Indirect employment in hospitality, transportation, and tourism will further enhance economic resilience and diversify local coastal economies.

HB2969 promotes environmental sustainability, reduces waste, and generates meaningful employment. Oregon Coast Visitors Association, through this investment, will be empowered to distribute funds to partners for infrastructure improvements and critical research and development. This strategic investment will support long-term economic growth, innovation, and community vitality.

I respectfully urge your support for HB2969. Thank you again for your consideration.