



# Bay Area Chamber of Commerce

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## Bay Area Chamber of Commerce

145 Central Ave  
Coos Bay, OR 97420  
(541) 266-0868  
rosey@oregonsbayarea.org

March 10, 2025

## Members of the House Committee on Economic Development, Small Business, and Trade

Oregon State Capitol  
900 Court St. NE  
Salem, OR 97301

## Re: Support for HB 2969 with -2 Amendment – Promoting 100% Fish Utilization in Oregon

Dear Chair Nguyen, Vice-Chair Diehl, Vice-Chair Isadore and Members of the Committee,

On behalf of the Bay Area Chamber of Commerce and our 451 business members serving Coos Bay, North Bend, Charleston, and the surrounding areas, I am writing to express our strong support for House Bill 2969, as amended by the forthcoming -2 amendment. This legislation aims to revolutionize Oregon's fishing industry by promoting the comprehensive utilization of fish resources, thereby fostering economic growth, sustainability, and innovation.

### Understanding the -2 Amendment to HB 2969:

The -2 amendment transforms HB 2969 to focus explicitly on the 100% utilization of fish, encouraging the development of products from parts traditionally considered waste. This approach aligns with successful models implemented in countries like Iceland, where nearly 95% of each cod is utilized, significantly increasing the economic value derived from the catch. [newenglandoceancluster.com](http://newenglandoceancluster.com)

### Key Provisions of the Amended HB 2969:

- **Appropriation of Funds:** Allocates approximately \$800,000 to the Oregon Coast Visitors Association for distribution among partners to develop infrastructure and conduct research and development for 100% fish utilization initiatives.
- **Economic Potential:** By adopting innovative practices, it is possible to increase the value derived from a single fish substantially, as demonstrated by Iceland's success in transforming fish byproducts into high-value commodities. [kerecis.com](http://kerecis.com)

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### Benefits to Oregon:

- **Economic Development:** Enhancing the utilization of fish byproducts can lead to the creation of new industries and job opportunities, particularly in coastal communities.
- **Environmental Sustainability:** Maximizing the use of harvested fish reduces waste and promotes responsible resource management, aligning with global sustainability goals.
- **Innovation and Diversification:** Encouraging the development of products such as fish leather, cosmetics, and nutritional supplements can diversify Oregon's economy and open new markets.

### Conclusion:

The Bay Area Chamber of Commerce believes that the amended HB 2969 represents a visionary step toward a more sustainable and prosperous future for Oregon's fishing industry. By embracing the principles of 100% fish utilization, we can unlock new economic potentials, support our coastal communities, and position Oregon as a leader in innovative and sustainable practices.

We respectfully urge the committee to support HB 2969 with the -2 amendment and appreciate your consideration of this transformative initiative.

Sincerely,



Rosey Thomas  
Executive Director  
Bay Area Chamber of Commerce