



Umpqua Economic Development Partnership  
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March 12, 2025

Dear Chair Nguyen, Vice-Chair Diehl, Vice-Chair Isadore and House Committee on Economic Development, Small Business and Trade Members:

Thank you for the opportunity to testify on the importance of 100 Percent Fish. I urge you to vote YES on HB 2969 to make sure we are reducing fish waste while creating new product lines simultaneously.

When I first learned of the opportunity presented through this concept, I was stunned and excited about the potential. Oregon (especially SW and the South Coast) is falling far behind other states and regions when it comes to innovative uses for our traditional natural resources. 100 Percent Fish presents a cutting edge opportunity for us to maximize every individual fish harvested from the ocean. We need to be as creative and efficient as possible in order to maintain a sustainable resource.

Millions of pounds of fish waste come out of our processing plants each year, and has to be discarded or repurposed. The Iceland Ocean Cluster has shown that with thoughtful research and development and coordination it's possible to increase the value of a single \$18 fish to a value of \$4,700 by producing non-food products.

Oregon Fishers would still go out, harvest seafood and deliver to processors. But then other entrepreneurs could also employ coastal Oregonians to gather the fish waste and produce high-quality products such as fish leather, cosmetics, Nutraceuticals, medicines and more.

This bill supports the fishing industry in multiple new ways through generating revenue and create jobs by using materials that otherwise would be thrown away, and reducing environmental impacts and regulatory burdens.

It's an investment in innovation on the Oregon Coast that has big potential to pay off in the long run in terms of new businesses, jobs and the tax revenues that come from those.

It just makes sense. Please vote YES on HB 2969.

Sincerely,

A handwritten signature in black ink that reads 'Brian Prawitz'.

Brian Prawitz  
Executive Director  
Umpqua Economic Development Partnership