



## **HB 5006: James Beard Public Market**

**March 12, 2025**

**Co-Chair Lieber, Co-Chair Sanchez and members of the Joint Committee on Ways and Means:**

On behalf of the Oregon Coast Visitors Association, I am writing to support the \$10 million in requested funding for the James Beard Public Market. We support this allocation because we are hopeful that this will provide a critical opportunity to bring together urban and rural Oregon – by providing markets to rural food producers in the state’s primary urban center.

James Beard – the namesake of this market – was not simply from the metro area. He also had a home on the Oregon Coast and this was a special region to him both for the natural beauty and the exceptional culinary bounty.

OCVA has been working with fishers and processors up and down the coast to keep more of our local seafood in the state, creating greater economic prosperity throughout the value chain. This market provides a prime opportunity for coastal food producers – and food producers from all corners of the state, for that matter – to access the Portland area market.

This will be good for Portlanders, who will have more access to fresh local foods. It definitely will be good for our state’s rural food producers. The James Beard Public Market provides an opportunity to bring urban and rural Oregon together. In that spirit, we are supportive of the \$10 million allocation request.

Sincerely,

Marcus Hinz, Executive Director  
Oregon Coast Visitors Association