

Submitter: Lexie Woodward  
On Behalf Of: South Coast Development Council  
Committee: House Committee On Economic Development, Small Business, and Trade  
Measure, Appointment or Topic: HB4086  
Subject: Written Testimony in Support of HB 4086

Chair Nguyen, Vice-Chair Skarlatos, Vice-Chair Isadore, and members of the House Committee on Economic Development, Small Business, and Trade:

Thank you for the opportunity to submit testimony in strong support of HB 4086 and its forward-thinking approach to maximizing the value of Oregon's fisheries. On behalf of the South Coast Development Council (SCDC), I urge you to vote yes on this bill to advance sustainable economic development, reduce waste, and expand opportunities for coastal businesses.

At SCDC, our mission is to foster business growth, job creation, and economic vitality along the South Coast. Our business incubator targets blue economy tenants – an area of vast, yet underutilized potential that HB 4086 directly supports. By embracing the 100 Percent Fish model, we can strengthen Oregon's fishing industry while simultaneously developing new markets for fish byproducts that currently are discarded.

Each year, Oregon's seafood processing plants generate significant amounts of byproducts, much of which has the potential to be repurposed into valuable products rather than being discarded. Iceland Ocean Cluster has demonstrated that through strategic research and innovation, these byproducts can be transformed into high-value products such as fish leather, cosmetics, nutraceuticals, and pharmaceuticals. HB 4086 positions Oregon as a leader in sustainable fisheries innovation, setting a new standard for maximizing our natural resources.

This initiative is a win-win for Oregon's coastal economy. It will:

- Create new entrepreneurial opportunities for small businesses.
- Generate jobs and stimulate private investment.
- Boost local economies by diversifying revenue streams.
- Reduce environmental impact by minimizing waste.
- Enhance regulatory compliance and ensure the long-term sustainability of our fisheries.

The proposed \$640,000 appropriation to the Oregon Coast Visitors Association is a critical investment in the necessary infrastructure, research and development and

technical support to turn this vision into reality. This is not just about waste reduction; it's about innovation, economic resilience, and securing the future of Oregon's seafood industry.

HB 4086 presents a transformative opportunity to modernize Oregon's fisheries, support small businesses, and build a more sustainable and prosperous coastal economy. I urge you to vote yes on this important legislation.

Thank you for your time and consideration.

Sincerely,

Lexie Woodward, PCED, CEcD  
Executive Director  
South Coast Development Council