

Submitter: Richard Martin

On Behalf Of:

Committee: House Committee On Agriculture, Land Use, Natural Resources, and Water

Measure, Appointment or Topic: HB4153

Impact Statement: Three Little Peppers, Rogue Media Solutions, and Personal Stake Policies that condition farm-stand or farm-store eligibility on acreage or gross income thresholds do not operate as neutral safeguards. They directly affect how small, diversified producers and the support systems around them are able to exist at all.

For Three Little Peppers (3LP), these thresholds undermine the exact phase where viability is formed. 3LP operates as a value-added food business that depends on small-scale sourcing, early-stage experimentation, and direct community access before scale is possible. Limiting who can legally host or participate in farm-based direct sales restricts ingredient access, collaboration with beginning growers, and the informal market pathways that allow products like 3LP to move from proof-of-concept to sustainable operation. Requiring farms to meet income or acreage minimums before participating removes the on-ramps that make small food businesses feasible in the first place.

For Rogue Media Solutions (RMS), the impact is structural. RMS exists to support small, local operators who are typically excluded by scale-based systems long before they fail on merit. Policies that favor consolidation shrink the base of independent farms, food businesses, and rural entrepreneurs who rely on low-barrier entry points to build visibility, compliance literacy, and customer trust. When eligibility rules narrow participation upstream, the downstream effect is fewer viable local businesses, less economic circulation, and a weaker regional ecosystem for the very clients RMS is built to serve.

Personally, this issue is not theoretical. I am simultaneously a small business owner, a value-added food producer, and someone actively investing time and capital into strengthening Southern Oregon's local food and business infrastructure. Threshold-based eligibility rules signal that participation is reserved for those who already have scale, stability, and surplus, rather than those doing the work of building it. That framing conflicts with how resilient systems actually grow and places unnecessary friction on people trying to contribute responsibly, locally, and incrementally. Taken together, income and acreage thresholds do not just regulate activity. They reshape who is allowed to participate in the local food economy at all. Evidence shows that inclusive access paired with targeted safeguards supports resilience, while scale-gated access accelerates consolidation and exclusion.

Farm Stand Eligibility Thresholds and Their Effects on Small Farm Viability:

<https://drive.google.com/file/d/1VCQs-Dc4Ki2XrkLYL7WEQNVuurmLOpuA/view?usp=drivesdk>