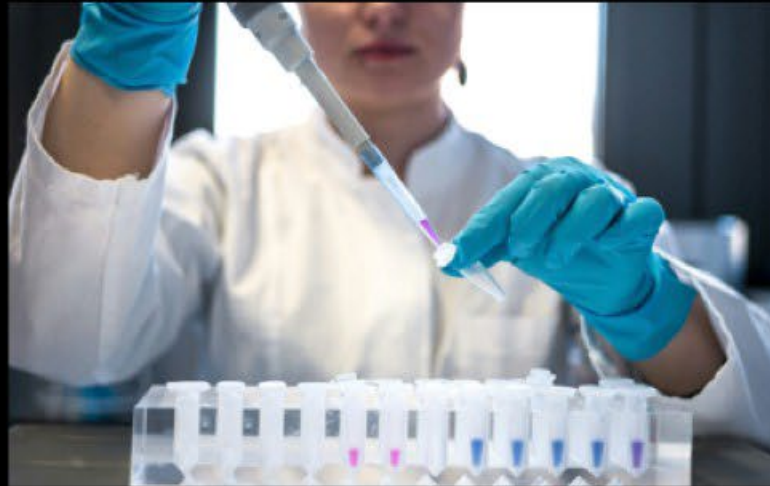
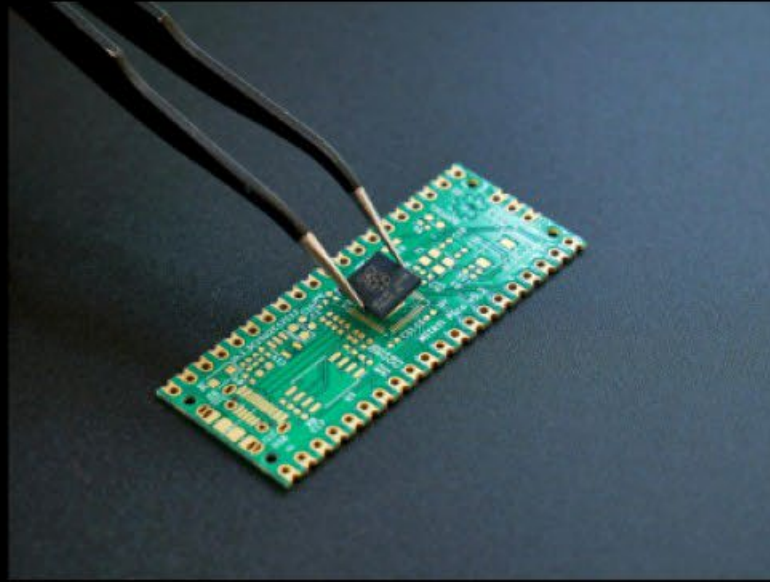


# Targeted Industry Clusters

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# FAQs

- Why target some sectors and not focus on all businesses?
  - Traded-sector <https://www.youtube.com/watch?v=IYmudQuWoso>
  - Limited resources to support businesses
  - Build on existing strengths
  - Greater potential for job creation/ economic growth
  - Maximize ROI from public investment
  - Opportunities for capturing more of a supply chain and create clustering

# FAQs

- How do you determine these sectors?

## Trend analysis

- Employment
- Wages
- Exports
- Shift-share
- Specialization (LQ)

## Public outreach/ engagement

- Emerging sectors
- Regional significance

# Oregon Target Industry Sector Assessment



Photo Source: Oregon Public Broadcasting

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Figure ES- 1: Summary of Industry Perceptions, Key Themes, and Findings

## PERCEPTIONS OF INDUSTRIES

|                                   |                                                                                                                                                                                                                  |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>High Technology</b>            | Remains a cornerstone of Oregon's economy, particularly in the Metro region, with strong growth in semiconductors and software. Rural areas are seeing growth in data centers and remote work opportunities.     |
| <b>Advanced Manufacturing</b>     | Is a cross-cutting sector with applications in aerospace, clean tech, and precision manufacturing. It is seen as critical for job creation and innovation across both urban and rural regions.                   |
| <b>Forestry and Wood Products</b> | Continues to be vital, especially in rural areas, though the sector faces challenges from automation, environmental regulations, and declining employment. Mass timber is viewed as a promising innovation.      |
| <b>Food and Beverage</b>          | Is culturally and economically significant, especially in rural areas, but offers lower wages. There is strong interest in supporting value-added production and niche markets like craft beverages and seafood. |
| <b>Business Services</b>          | Is one of Oregon's fastest-growing sectors, but stakeholders see it more as a support industry that thrives when other sectors succeed.                                                                          |
| <b>Outdoor Gear Apparel</b>       | Is a high-wage, brand-strong sector with growth potential in Central and Southern Oregon.                                                                                                                        |
| <b>Bioscience</b>                 | Is emerging, with potential in biotech, healthcare, and environmental applications, but requires significant infrastructure, capital, and workforce development.                                                 |
| <b>Agriculture</b>                | Is a foundational sector in rural Oregon, with opportunities in ag-tech, value-added processing, and renewable energy integration.                                                                               |
| <b>Tourism</b>                    | Is a major economic driver across the state, especially in coastal and rural areas, supporting small businesses and workforce recruitment.                                                                       |

## IDENTIFIED SUPPORT INDUSTRIES AND NEEDS

|                                                           |                                                                                                                         |
|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>Clean Energy Production</b>                            | Is a statewide priority, with strong potential in solar, wind, and hydroelectric power, particularly in Eastern Oregon. |
| <b>Workforce Development, Housing, and Infrastructure</b> | Were universally identified as critical needs to support industry growth, especially in rural areas.                    |
| <b>Regulatory Complexity and Capital Access</b>           | Are major barriers to business development and expansion across all regions.                                            |



# FAQs

- How often are they evaluated?

Annually:

Revise trend analysis. Targeted clusters subject to small revisions/ adjustments internally

Every 3 years:

Deeper analysis, including public outreach/ engagement and advisory board

# FAQs

- What are Oregon's targeted industry clusters?

| Targeted Clusters                           | Establishments<br>(2025) | Employment<br>(2025) | Average<br>Wage (2025) | Sector Location<br>Quotient | 10-YR Employment<br>Growth (2015-2025) | Exports (2025)   | Competitive<br>Shift Share | Total Payroll<br>(2025) |
|---------------------------------------------|--------------------------|----------------------|------------------------|-----------------------------|----------------------------------------|------------------|----------------------------|-------------------------|
| Wood Products & Construction Materials      | 3,144                    | 56,997               | \$69,273               | 2.47                        | -0.7%                                  | \$615,062,137    | -4,297                     | \$3,948,371,790         |
| Food & Beverage Products                    | 3,444                    | 61,656               | \$57,556               | 1.36                        | 7.5%                                   | \$499,949,144    | -4,382                     | \$3,548,693,116         |
| Computer & Electronic Products              | 9,613                    | 60,839               | \$168,909              | 1.30                        | 5.4%                                   | \$10,615,530,681 | -12,624                    | \$10,276,264,722        |
| Company Headquarters & Specialized Services | 17,306                   | 107,524              | \$120,823              | 1.10                        | 21.3%                                  | NA               | 723                        | \$12,991,335,963        |
| Manufactured Metals & Equipment             | 2,288                    | 43,558               | \$92,131               | 1.02                        | 3.7%                                   | \$4,355,393,314  | -115                       | \$4,013,036,039         |
| Bio & Life Sciences                         | 2,566                    | 21,171               | \$110,536              | 0.62                        | 34.3%                                  | \$2,882,603,341  | 3,764                      | \$2,340,152,320         |
| All Targeted Sectors                        | 38,361                   | 351,745              | \$105,525              | 1.21                        | 10.30%                                 | \$18,968,538,617 | -16,932                    | \$37,117,853,950        |
| Total Private                               | 173,149                  | 1,690,082            | \$71,979               | NA                          | 12.0%                                  | \$27,987,944,048 | NA                         | \$121,650,248,331       |
| Target Sector Share of Total Private        | 22.2%                    | 20.8%                | 146.6%                 | NA                          | NA                                     | 67.8%            | NA                         | 30.5%                   |

## Wood Products & Construction Materials

- 1114 Greenhouse, Nursery, and Floriculture Production
- 1131 Timber Tract Operations
- 1132 Forest Nurseries and Gathering of Forest Products
- 1133 Logging
- 1153 Support Activities for Forestry
- 3211 Sawmills and Wood Preservation
- 3212 Veneer, Plywood, and Engineered Wood Product Manufacturing
- 3219 Other Wood Product Manufacturing
- 3221 Pulp, Paper, and Paperboard Mills
- 3273 Cement and Concrete Product Manufacturing
- 3323 Architectural and Structural Metals Manufacturing
- 3371 Household and Institutional Furniture and Kitchen Cabinet Manufacturing
- 4233 Lumber and Other Construction Materials Merchant Wholesalers

## Food & Beverage Products

- 1125 Aquaculture
- 1151 Support Activities for Crop Production
- 1152 Support Activities for Animal Production
- 3111 Animal Food Manufacturing
- 3112 Grain and Oilseed Milling
- 3113 Sugar and Confectionery Product Manufacturing
- 3114 Fruit and Vegetable Preserving and Specialty Food Manufacturing
- 3115 Dairy Product Manufacturing
- 3116 Animal Slaughtering and Processing
- 3117 Seafood Product Preparation and Packaging
- 3118 Bakeries and Tortilla Manufacturing
- 3119 Other Food Manufacturing
- 3121 Beverage Manufacturing
- 4244 Grocery and Related Product Merchant Wholesalers
- 4245 Farm Product Raw Material Merchant Wholesalers
- 4248 Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers

## Computer & Electronic Products

- 5415 Computer Systems Design and Related Services
- 3341 Computer and Peripheral Equipment Manufacturing
- 3344 Semiconductor and Other Electronic Component Manufacturing
- 3359 Other Electrical Equipment and Component Manufacturing
- 5132 Software Publishers

## Company Headquarters & Specialized Services

- 5413 Architectural, Engineering, and Related Services
- 5414 Specialized Design Services
- 5416 Management, Scientific, and Technical Consulting Services
- 5418 Advertising, Public Relations, and Related Services
- 5419 Other Professional, Scientific, and Technical Services
- 5511 Management of Companies and Enterprises

## Manufactured Metals & Equipment

- 3311 Iron and Steel Mills and Ferroalloy Manufacturing
- 3312 Steel Product Manufacturing from Purchased Steel
- 3313 Alumina and Aluminum Production and Processing
- 3314 Nonferrous Metal (except Aluminum) Production and Processing
- 3315 Foundries
- 3321 Forging and Stamping
- 3322 Cutlery and Handtool Manufacturing
- 3329 Other Fabricated Metal Product Manufacturing
- 3331 Agriculture, Construction, and Mining Machinery Manufacturing
- 3332 Industrial Machinery Manufacturing
- 3334 Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufa
- 3336 Engine, Turbine, and Power Transmission Equipment Manufacturing
- 3361 Motor Vehicle Manufacturing
- 3362 Motor Vehicle Body and Trailer Manufacturing
- 3364 Aerospace Product and Parts Manufacturing
- 3366 Ship and Boat Building
- 3399 Other Miscellaneous Manufacturing
- 4238 Machinery, Equipment, and Supplies Merchant Wholesalers

## Bio & Life Sciences

- 5417 Scientific Research and Development Services
- 3251 Basic Chemical Manufacturing
- 3252 Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturin
- 3253 Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
- 3254 Pharmaceutical and Medicine Manufacturing
- 3259 Other Chemical Product and Preparation Manufacturing
- 3391 Medical Equipment and Supplies Manufacturing
- 4242 Drugs and Druggists' Sundries Merchant Wholesalers
- 4246 Chemical and Allied Products Merchant Wholesalers
- 6215 Medical and Diagnostic Laboratories