



December 7, 2017



Alexis Taylor, Director
Oregon Department of Agriculture
635 Capitol St NE
Salem, OR 97301

RE: Oregon agriculture, food and beverage branding project

Dear Director Taylor,

On November 29, 2017, the State Board of Agriculture (board) received a presentation from Erick Garman and Craig Ostbo titled "*Oregon food and agriculture brand.*"

The board appreciated learning about other states' branding programs as well as the results of the research that has been conducted by the Oregon Department of Agriculture. The board encourages the department to continue its work to explore an agriculture, food and beverage brand for Oregon as well as short term funding opportunities to support Phase II of this project.

During the presentation, one of the next steps identified for this project was to form an advisory group. The State Board of Agriculture recommends that two members of the board (one representing food agriculture and one representing non-food agriculture) be included in this advisory group.

If you have any further questions of the board, please feel free to contact me.

Sincerely,

Barbara Boyer, Chair
State Board of Agriculture

cc: Erick Garman, Trade Development Manager, Oregon Department of Agriculture
Lindsay Eng, Market Access and Certification Program Director, Oregon Department of Agriculture