HB 3610 Task Force on Alcohol Pricing and Addiction Services

Public Comments

From: D"Anu Wines
To: OLCC.Communications * OLCC
Subject: HB 3610 comment
Date: Wednesday, September 25, 2024 10:04:01 AM

You don't often get email from info@danuwines.com. Learn why this is important

Between the decline in sales and visitation, rising employee costs, natural disasters, supply chain issues and an increasing cost of goods, local wine businesses need the support of lawmakers to survive. The last thing we need are tax increases and the proposed elimination for the exemption on smaller wineries would cause hardship on those smaller wineries eliminating the unique culture of Oregon produced wines.
Please don’t pass this bill
Sent from my iPhone

From: Aurora Coria
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:42:27 AM
Attachments: CORIA_HB3610_TaskForce_LETTER_2024.docx

> You don't often get email from rori@coriaestates.com. Learn why this is important

Hello,

Please see our letter opposing tax increases. Thank you for all your hard work!

Cheers,

Aurora Coria
(*She*/her)
Winemaker
Coria Estates
Cel [redacted]
Tel [redacted]
www.coriaestates.com
rori@coriaestates.com

* Click our Happenings link to see whats happening at the winery today! ¡Salud!

“Always find time for the things that make you feel happy to be alive."

cória
ESTATES

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

The Coria Family

From: Jason Hansen
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:37:16 AM

You don't often get email from jason.hansen@coldist.com. Learn why this is important

To whom it may concern,
I am sending this email to relay my discernment with the new alcohol tax proposal. I firmly stand against this proposal. Taxes are high enough as it is and with inflation rates at an all time high the average working person cannot afford to be taxed even more. OHA has testified to the task force that they cannot account for $72 million in funds. This tells me that lack of money is not the issue. Lack of planning and accountability is. A higher tax on alcohol also does not solve problem consumption such as teens or excessive drinking from any person. With the missing $72 million that should be accounted for we would have more than enough to allocate resources to these issues. Not only that but higher taxes will harm our brewers, wineries, and hop growers – all of which generate money for the state. Finally, I would like to add that I'm tired of being taxed every time I turn around. Taxes were not meant to take almost half of our paychecks. It's gotten completely out of control and what really needs to be done is some sort of reform to the state and federal spending so that the money is actually going where it needs to. The average working person cannot afford to keep having 40% of their paycheck taken from them for various different taxes. The working middle- and lower-class Americans have had enough!

Jason Hansen
[redacted]
Springfield Oregon 97478

Jason Hansen
Delivery Supervisor/Springfield Branch
Columbia Distributing
[redacted] (office)
www.coldist.com I We're Hiring!

From: Julie Montoya
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:28:37 AM

> You don't often get email from julie.montoya@coldist.com. Learn why this is important

To whom it may concern,

I am voicing my opposition to HB 3610. As you can tell I work for a distributor. In the 7+ years I have worked for this distributor I have witnessed cases prices steadily increase; currently averaging about 25% higher than they were in 2017. This is mostly because of taxes. Taxes on alcohol has been proven to be an ineffective tool at curbing excessive consumption. Oregon has a problem with tax funds not ending up where they were intended to go, and no oversight to fix it. The fact that OHA has no way of measuring effectiveness of money spent on behavioral health just adds to this oversight.

Oregon is known for microbreweries and wine. Please don't needlessly destroy the industry.

Julie Montoya
Admin | Recon | Bend Branch
Columbia Distributing
Office: [redacted]
Direct: [redacted]
www.coldist.com

Fintech enrollment for Oregon Customers
http://ezenroll.fintech.net/Invite?token=b7b46704a8664d4cb7616713f99c3204

From: Paul Kowal
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:23:38 AM

> You don't often get email from paul.kowal@coldist.com. Learn why this is important

I oppose any new taxes on beer and wine.

- OR Health Authority (OHA) must be held accountable before being given more taxpayer money.
  - OHA testified to the task force that they cannot account for $72 million in funds.
- Money is not the problem; the problem is the lack of planning and accountability.
- Alcohol taxes do not stop problem consumption, including excessive or teen drinking.
- Use existing taxes to solve substance use disorder. Only 3% of the current tax is used to fund such programs.
- Higher taxes will harm our brewers, wineries, and hop growers – all of which are money generators for the State.
- With high prices and inflation, now is not the time to increase taxes.
- Higher taxes will impact my livelihood and that of my family.

Paul Kowal
Facility Maintenance
Columbia Distributing
[redacted], Canby, OR 97013
Paul.kowal@coldist.com

From: Craig Camp
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:18:11 AM

You don't often get email from craigcamp@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thanks,

Craig

Craig Camp LinkedIn
Demeter Biodynamic® Regenerative Organic Certified® winegrowing
CraigCamp.com

From: Craig Camp
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:17:22 AM

You don't often get email from craig@troonvineyard.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Craig Camp LinkedIn
Winegrower
Troon Vineyard, Applegate Valley, Oregon
Oregon's only Demeter Biodynamic® Regenerative Organic Gold Certified® farm
a Wine Enthusiast American Winery of the Year 2022
TroonVineyard.com
Cell [redacted]

From: JB Rivail
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:09:39 AM
Attachments: untitled

Vous ne recevez pas souvent de courriers de la part de jb@ponzivineyards.com. Découvrez pourquoi cela est important

Dear Madam or Sir,

I am writing to express my strong opposition to the proposed wine tax increase outlined in House Bill 3610. As a wine professional, I am convinced that this action would significantly harm the wine industry, affecting farmers, producers, and Oregon's reputation as a business-friendly state that values craftsmanship and agriculture.

There is no evidence that increasing taxes on wine will effectively curb alcohol addiction, as it targets responsible consumers and small businesses rather than addressing the root causes of the issue. Furthermore, this tax will directly harm farmers and producers who are already facing significant challenges. **In these difficult times, it is crucial to support our agricultural community, not add further financial strain.**

When we acquired Ponzi Vineyards, making it our first significant development in the United States, we envisioned making Oregon the hub of our Northern American operations. Since acquiring the property, we have invested tens of millions of dollars into the local economy, improved the quality of life for many, and revitalized hundreds of acres of previously unused agricultural land. **Nonetheless, we are growing increasingly worried about the State's climate, which appears to be becoming less business-friendly and, notably, opposed to the wine industry** (even though wine is a fundamental part of Oregon's international identity and reputation for craftsmanship and quality).
This proposed tax is just one example, and it may prompt us to reconsider our investment plans in Oregon, prioritizing California instead, where the business environment is clearly more supportive of our industry.

At a time when the industry is promoting moderate drinking and a focus on quality over quantity, increasing taxes is counterproductive and will only exacerbate the difficulties faced by those working hard to sustain their livelihoods.

I urge you to reconsider this tax increase and explore alternatives that support both fiscal needs and the continued success of our wine industry and farming communities.

Thank you for your attention to this matter.

Sincerely,

JB Rivail
EVP Americas, Groupe Bollinger
CEO, Ponzi Vineyards

JEAN-BAPTISTE RIVAIL
CEO Ponzi Vineyards
EVP USA Groupe Bollinger

[redacted]
SHERWOOD, OREGON 97140

c. [redacted]
p.

PONZIVINEYARDS.COM

From: Tiah DeGrofft
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:09:10 AM

You don't often get email from tiah.degrofft@coldist.com. Learn why this is important

My name is Tiah DeGrofft. I am writing to let you know that I oppose any new taxes on beer and wine. I work for Columbia Distributing who distributes beer and wine throughout the state of Oregon. This new tax will greatly affect me and my employees livelihoods and our customers. How can OHA not account for $72 MILLION dollars of funds yet you expect taxpayers come up with more money out of our personal budgets? Money is the not the problem here. Lack of planning and accountability is! Higher taxes will harm our breweries, wineries and famers (hop growers), all of which are money generators for the state of Oregon.

Money will not solve or stop problem consumption, or teen drinking. But, existing taxes should be used to solve substance issues...how can only 3% of currently taxes go to such necessary programs?

Inflation is already KILLING Oregon citizens, now is not the time to increase taxes. You will quite literally create larger problems. More people dependent on state welfare to pay their bills. Do not do this to Oregonians!

Tiah DeGrofft

Tiah DeGrofft
Columbia Distributing
[redacted]
Pendleton, OR 97801
Direct Line- [redacted]
Front Office- [redacted]
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From: Daniel Shirley
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 10:01:14 AM

You don't often get email from daniel.shirley@coldist.com. Learn why this is important

Good morning-

My name is Daniel Shirley, and I currently work for Columbia Distributing- I oppose any new taxes on Beer and wine due to multiple reasons; Some of which are-

With inflation as it is, and high prices now is not the time to increase taxes- People and organizations are already struggling and this would be detrimental to the people and businesses in Oregon.
Raising taxes would negatively impact the brewers, growers, and wineries all of which are strong money generators for the state. This would also impact and have a negative result on my livelihood and ability to feed and support my family.

The information I have read, this increase would be to fund the OHA who currently cannot account for 72 million dollars- before we earmark any more funds they should be held accountable for this missing money as well as provide a more comprehensive plan on the control, documentation, and chain of custody for these funds- not place an additional burden on the people and businesses to make up for the poor management of these funds. Where is the 72 million?

Additional taxes will not inhibit teen drinking, alcoholism or any other substance abuse-

Congressman Earl Blumenauer, “The consensus of all these experts we brought together is that money is not the problem,” he says. “The question is how we mobilize and utilize the resources we’ve got.”
Thank you for your time and consideration.

Cheers,
Daniel Shirley

Senior EDI Specialist
Columbia Distributing
[redacted] | Wilsonville, OR 97070
[redacted] (office)
Website: **www.coldist.com** **| Online Ordering (The Fridge):**
https://coho.my.site.com/
Fintech Enrollment: ***Washington Customers*** **||** ***Oregon Customers*** **|**

From: Mallissia Binschus
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 9:55:26 AM

You don't often get email from mallissia.binschus@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to you as I firmly oppose a proposed increase to Oregon's beer, wine, and cider taxes. A tax increase would directly impact me and my ability to support my family as I work in alcohol industry.

Here are some additional items to consider including:

- OR Health Authority (OHA) must be held accountable before being given more taxpayer money.
  - OHA testified to the task force that they cannot account for $72 million in funds.
- Money is not the problem; the problem is the lack of planning and accountability.
- Alcohol taxes do not stop problem consumption, including excessive or teen drinking.
- Use existing taxes to solve substance use disorder. Only 3% of the current tax is used to fund such programs.
- Higher taxes will harm our brewers, wineries, and hop growers – all of which are money generators for the State.
- With high prices and inflation, now is not the time to increase taxes.
- Higher taxes will impact my livelihood and that of my family

Thank you for taking the time to read this.

Mallissia

Mallissia Binschus
Columbia Distributing
Accounts Payable
[redacted]

From: Paul Brown
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 9:48:59 AM

> You don't often get email from paul.brown@coldist.com. Learn why this is important

Good morning,

I'd like to state I specifically support new taxes on Beer and Wine products. I work in the industry for Columbia Distributing and despite my occupation I'm well aware of the desperate need in our society for additional funding to support radical social programs before we have a damn French Revolution on our hands. Please utilize the lucrative industry I work in to support our schools and tackle our extreme homelessness crisis. The people require our help as our neighbors, family, and friends. Some may say as prices are increasing, this would be a bad time, but the truth is that the economic situation is a result of price gouging by capitalists who have no empathy for the deteriorating lives suffering around them. These taxes are exactly the balm *needed* to tackle that issue as a short term solution, while only political upheaval can resolve it in a longer term fashion. These higher taxes may impact those of us who work in the industry to some degree, but we are not the highest at risk and should be aware of our duty to our community.

Feel free to use this email as reference as you see fit. Thank you.

Sincerely,

Paul Brown
EDI Processing Specialist
Customer Service [redacted]
Direct Line: [redacted]
Columbia Distributing Homepage
Paul.Brown@coldist.com
[redacted] | Wilsonville, OR 97070



From: Khristy Harris
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 9:46:57 AM

You don't often get email from khristy.harris@coldist.com. Learn why this is important

I **oppose** any new taxes on beer and wine.

Khristy Harris – Milwaukie, Oregon

From: tom nawr.org
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 9:19:50 AM
Attachments: NAWR-TF 3610-PubComments.pdf

You don't often get email from tom@nawr.org. Learn why this is important

To Whom it may concern,

Please find attached public comments from the National Association of Wine Retailers concerning the HB 3610 task force and mission.

Thank you,

Tom Wark…

National Association of Wine Retailers
TOM WARK
EXECUTIVE DIRECTOR
[redacted]
tom@nawr.org

NAWR
NATIONAL ASSOCIATION OF WINE RETAILERS

Public Comment on

HB 3610 Task Force on Alcohol Pricing and Addiction Services

To Whom It May Concern…

The National Association of Wine Retailers (NAWR) represents the interests of independent fine wine retailers across the county. The Association is especially concerned with regulatory, taxation and public policy concerning the impact of alcohol consumption.

NAWR has closely observed the legislative efforts in Oregon over the past few years to increase excise taxes on alcohol as well as the events that led up to passage of HB 3610, and the workings of the Task Force since its inception. We offer the following observations and public comments.

Oregon Excise Tax
Oregon's wine excise tax on wine is in line with its neighboring states. At $0.67 per gallon, Oregon's wine excise tax is greater than California ($0.20/gl) and Idaho ($0.45/gl) and lower than Washington State ($0.87). The claim heard at times during Task Force meetings that Oregon has one of the lowest tax rates on wine, beer and spirits is without merit.

Alcohol Pricing and Substance Abuse
As the report from EcoNorthwest as well as the experience in both Illinois and Maryland with increased alcohol taxes perfectly demonstrate, increasing the price of wine, beer and cider will do little if anything to impact the abusive and immoderate alcohol consumption. Heavy drinkers will simply trade down to less expensive product. Meanwhile the Oregon wine, beer, and cider industries, which are overwhelmingly premium in nature and appealing to responsible drinkers will see their revenues decreased. The idea of Increasing prices on wine, beer, and cider in order to decrease heaving and dangerous drinking would fail and should be abandoned.

Understanding the Impact of Prevention and Treatment Services
As was made clear by the Oregon Health Authority during the Task Force meetings, there has yet to be any significant effort to track the effectiveness of state funds allocated to prevention and treatment services. Requiring a study to determine the effectiveness of measures funded and taken by the state and outside services should have been the first step taken even before the Task Force was approved. Attempting to solve a problem without understanding what has worked in the past is bad policymaking. Before any efforts to increase funding are undertaken, such a study should be carried out.

Oregon Health Authority

The Oregon Health Authority's attempt to hide the results of the EcoNorthwest study was a blow to the Authorities reputation and degraded any public confidence in its ability to be an objective institution. This episode, combined with the anti-wine industry "ReThink the Drink" advertising as well as the Authority's' approval of two survey questions for Oregonians in which it is implied the Oregon alcohol industry encourages excessive drinking and drinking by minors should have disqualified the OHA from any involvement with this Task Force. They are working as an anti-alcohol, activist organization and have proven not to be trustworthy.

RECOMMENDATIONS

NAWR urges the members of the Task Force as well as legislators who may consider bills related to the work of the Task Force to embrace the suggestions in Recommendation D — endorsed by 6 of Task Force members. Recommendation D is the most measured and practical of the several recommendations offered.

CONTACT

Tom Wark, Executive Director
National Association of Wine Retailers
[redacted] • tom@nawr.org
http://www.nawr.org

From: Dennis Cooper
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Wednesday, September 25, 2024 10:14:57 AM

You don't often get email from dennis.cooper@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

My Family and I **oppose any new taxes on beer and wine**. We are taxed at every turn, In place of adding new taxes please hold yourselves accountable for the taxes already collected and budget to spend with in the means of the Department. We also struggle with finances and cannot afford to spare any extra expense that will only create even more of struggle for myself and my family. I see the struggles daily with my teammates at work due to an already struggling economy. Please No more taxes!

Here are some additional items to consider including:

- OR Health Authority (OHA) must be held accountable before being given more taxpayer money.
  - OHA testified to the task force that they cannot account for $72 million in funds.
- Money is not the problem; the problem is the lack of planning and accountability.
- Alcohol taxes do not stop problem consumption, including excessive or teen drinking.
- Use existing taxes to solve substance use disorder. Only 3% of the current tax is used to fund such programs.
- Higher taxes will harm our brewers, wineries, and hop growers – all of which are money generators for the State.
- With high prices and inflation, now is not the time to increase taxes.
- Higher taxes will impact my livelihood and that of my family.

Thank you.

Sincerely,
Dennis H Cooper
[redacted]
Medford, Or 97504

From: Paul Bonsky
To: OLCC.Communications * OLCC
Subject: HB3610
Date: Wednesday, September 25, 2024 10:14:51 AM

You don't often get email from paul@merveillevines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

We are one of 1,500 Oregon vineyards and you need to be aware of the hardships that exist in the vineyard business. Between the decline in sales and visitation to tasting rooms, rising employee expenses,(33% since COVID) natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you for listening,

Paul Bonsky

Sent from my iPhone

From: Jim Raleigh
To: OLCC.Communications * OLCC
Subject: House Bill 3610
Date: Wednesday, September 25, 2024 10:33:13 AM

[You don't often get email from jim.raleigh21@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Hi, I'm against any more tax increases for beer and wine sales. We have high enough food and beverages prices right now with the high inflation the past several years! It's a real challenge to save money when the cost of living keeps rising. Let's not make it worse please!

Thanks,

Jim Raleigh

Sent from my iPhone

From: Marvin Mills
To: OLCC,Communications * OLCC
Subject: Oppose New Alcohol Taxes
Date: Wednesday, September 25, 2024 11:00:01 AM
Attachments: image002.png

You don't often get email from marvin.mills@coldist.com. Learn why this is important

Dear Commission,

I work in the Alcohol distribution Industry and have for 38 years. Covid and they economy have ALREADY brought significant increases to Grocery Stores, Bars, and Restaurants. Not All ran by big Chains. I have watched as countless successful establishments have closed leaving many unemployed workers. This would be another DAGGER in the heart of the industry and close even more accounts.

PLEASE oppose any New Taxes on Alcohol, save Oregon Jobs.

Cheers

Marvin S. Mills
District Sales Manager
Columbia Distributing
Cell : [redacted]
marvin.mills@coldist.com

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From:	Frank Squillo
To:	OLCC.Communications * OLCC
Subject:	Public Comment period for HB 3610
Date:	Wednesday, September 25, 2024 9:57:06 AM

You don't often get email from franksquillo@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is home to over 10,000 foodservice locations and over 2,400 lodging establishments. Creating nearly 180,000 jobs and more than $14 billion in annual sales, hospitality is the second largest sector for the state. We're proud to stand with our hospitality partners in beer, wine and cider, which drive tourism and have helped put our state on the map.

Oregon's restaurants, brewpubs and tasting rooms are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not l

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer, wine and cider are a vital part of Oregon's economy and identity, and its hospitality sector needs the support of Oregon lawmakers. I oppose raising Oregon's beer and wine taxes or creating an alcohol sales tax and you should too.

Thank you,

Frank Squillo
Owner
Wanda's Cafe + Bakery
Nehalem, OR

From: Jeff Meader
To: OLCC.Communications * OLCC
Subject: Taxes
Date: Wednesday, September 25, 2024 9:59:32 AM

[You don't often get email from jeffm@eminentdomaine.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

To whom it may concern.

I'm writing in regards to a proposed tax increase on wine. The timing couldn't be worse. For 2 years tourism has been down. Payroll, taxes, supply costs and farming costs continue to rise. The state is waging war on the industry claiming that it's unhealthy.

Raising taxes will only hurt us and encourage limiting production and employment.

Please don't raise our taxes.

Jeff Meader
Eminent Domaine

Sent from my iPad

From: Russ Roesselet
To: OLCC.Communications * OLCC
Subject: HB 3310
Date: Wednesday, September 25, 2024 11:44:17 AM

You don't often get email from russ.roesselet@coldist.com. Learn why this is important

Dear OLCC Task Force

I have seen recent articles about increasing beer and wine taxes in Oregon, and aware of a legislative task force was established to consider the "benefits and drawbacks of imposing taxes on beer and wine," among other things. It is my understanding the task force is wrapping up its work and is looking for public feedback.

I want to make sure you know I oppose any new taxes on beer and wine. I have worked in the Beer and Wine industry my entire career, currently working at Columbia Distributing Company. A tax increase will not only impact all Oregonians, but it will also impact me, my family and my customer clients, the on-premise restaurant business had been devastated by closures due to increased costs, cutting into profit margins that are slim to begin with. With the increase of break-ins, glass windows and doors shattered, so many top chefs driven restaurants being driven out of downtown Portland by high crime, lack of police response, damage to their establishments. Reading a recent KOIN TV Survey, Portland restaurant owners don't feel supported by the city, nearly 92% of restaurant owners surveyed have dealt with a break in. It's extremely difficult to find servers to work in good areas of town, let alone downtown Portland, your proposed increased costs will only drive-up prices on food & beverages in restaurants, driving away customers, closing businesses, and adding to the devastation of the local restaurant scene and shuttering struggling businesses.

We need accountability in our local government, all Oregonians need to budget their income to keep their check book balanced, living with out to get by in the current environment of way too high food prices. How can we trust our local government when the only people who are accountable are taxpayers. The Oregon Health Authority (OHA) must be held accountable before being given more taxpayer money; OHA testified to the task force that they cannot account for $72 million in funds. Money is not the problem; the problem is the lack of planning and accountability. Alcohol taxes do not stop problem consumption, including excessive or teen drinking. Use existing taxes to solve substance use disorder, it is my understanding that only 3% of the current tax is used to fund such programs. Higher taxes will harm our restaurants, hotels, brewers, wineries, and hop growers – all of which are money generators for the State. With high prices and inflation, now is not the time to increase taxes, because higher taxes will impact my livelihood and that of my family.

Sincerely
Russ M Roesselet

Russ M Roesselet
[redacted]
Portland, Oregon, 97217

From: Christie Sjolin
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:52:39 AM
Attachments: HB 3610 Comments - CMAW (9-25-24).pdf

You don't often get email from christine@coopermountainaleworks.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Cooper Mountain Ale Works employs more than 50 people in Washington County. Overall, Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. Many small neighborhood breweries like ours are hanging by a thread. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Like all of Oregon's breweries, Cooper Mountain Ale Works faces significant challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers. Increasing taxes on breweries does not solve the problem Oregon is facing and makes it harder for our business to survive.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should, too.

Cheers,

Christine Sjolin
President & Founder
Cooper Mountain Ale Works

Est. 2016

Sept 25, 2024

Dear HB 3610 Task Force and Oregon Lawmakers,

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Christine Sjolin
President & Founder
Cooper Mountain Ale Works

From: holly@rushcider.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:50:19 AM

You don't often get email from holly@rushcider.com. Learn why this is important

Dear Task Force Members,

As a life long Oregon resident and small business owner in Oregon's craft cider industry, I am writing to express my concerns about the potential increase in alcohol taxes under HB3610. Over the past few years, our industry has been battered by one challenge after another. The COVID-19 pandemic forced us to close our doors on multiple occasions, disrupting customers, and causing us to lose many of our regulars. Business in our tasting room has never recovered since. As one of those businesses that survived, only because of our personal savings, we have faced ongoing challenges, including labor shortages, supply chain disruptions, and skyrocketing costs of materials and other supplies due to inflation. The high cost of minimum wage has made it extremely difficult to hire and train inexperienced workers, adding to our challenges. In addition to economic factors, the Alameda fire in Southern Oregon destroyed our main (and only regular) food truck and took many others out of rotation to help feed those who lost their homes. The increase in economic instability we are dealing with now has caused our local sales to suffer drastically. We have been forced to cut days that our tasting room is open because we cannot get enough sales to even cover our labor, much less our COGS and business overhead.

In this context, the proposal to increase taxes on alcohol feels like another blow to an industry already on its knees. Our friends in the industry are small, independent businesses that have invested our lives and life savings into creating something unique and beloved in our communities. We are not multinational corporations with deep pockets; we are local businesses that provide jobs, contribute to tourism, and play a vital role in the cultural fabric of Oregon.

While I understand the importance of funding addiction recovery services, Oregon is already one of the best-funded states in the country. Before imposing additional taxes, I urge the task force to consider whether existing funds are being managed effectively. The Oregon Health Authority's failure to account for $72 million in recovery funds and their lack of basic data on treatment capacity and patient needs suggests that the issue is not a lack of resources but rather how those resources are being utilized.

Imposing higher taxes will not address these management issues, but it will harm small businesses that are already struggling to stay afloat. I ask that you consider the broader economic impact and the potential harm to an industry that has done so much to define Oregon's identity.

Sincerely,

Holly Dyer
Gold Rush Brewing, LLC
Gold Rush Cider

[redacted]

From: Ben Edmunds
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:49:36 AM

You don't often get email from ben@breakside.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Oregon breweries are not large faceless 'beverage companies' – they are owner/operator businesses with heavy investment in labor and connected to local suppliers for hops, malt, yeast, packaging materials, fruits, and other key ingredients. We are craft artisans working with products from our part of the world. Breweries support and sustain local farmers and local agriculture.

We are experiencing the 'long COVID' of the beverage world. Sales are down, costs are up, and the things that are selling don't make much money. All of this puts a

tremendous squeeze on our businesses. My own brewery– one that is considered a paragon of success – had to rely on the state-sponsored WorkShare program this winter to avoid laying off 20% of our staff due to unforeseen drop-offs in sales. I know I speak for many breweries in the state when I say that their businesses are hanging on by a thread.

For every barrel of beer that is produced, the average revenue to a brewer in Oregon is approximately $349. When you break that down to a six pack– it means that a brewery effectively earns $6.33 on average for that beer. On average, our revenue per six pack is $6.33, so where does that revenue go and what profit is left over at the end? A full 46% of our cost goes into raw materials. That includes malt, hops, and other ingredients as well as packaging materials, CO2 and oxygen, cleaning chemicals, safety equipment for staff, laboratory supplies, and kegs. We spend another 23% on labor and employee benefits. Figure in taxes, rent, utilities, as well as auto and truck expenses, bar supplies, freight charges, delivery fees, kitchen and restaurant supplies, pest control, elevated wastewater and sewage fees and you get another 11%. Insurance, licenses and permits, professional legal and accounting services, ongoing building maintenance, plus Oregon's Corporate Activities Tax and you cover another 13%. What does this leave us with? About $0.25. We started with $6.33, and when all is said and done and our staff, bills, and taxes are paid, the brewery has profited $0.25.. Increase our costs $0.26 per six pack, and we're quickly going out of business.

The brewers in this state recognize the urgency and seriousness of the addiction problems in Oregon and the need for treatment services to receive sufficient, direct, well-managed funding. Our industry has long-positioned itself as the alcohol beverage choice of moderation. Our businesses have been witness to the impacts of alcohol abuse and the lack of timely treatment. It ruins careers and lives; it leads to blight on the streets of our storefronts; we suffer from addiction-related crime. The data does not point to expensive craft beer as being the product category that drives alcohol abuse. But we want to play our role in helping solve this issue. Alcohol tax is the 3rd largest revenue source for the state, but only 3% of the tax dollars our businesses pay are being used for current programs. We know that our tax dollars are not getting where they need to be to help address this complicated issue. Increasing taxes – to businesses and consumers – alone does not curb dangerous behavior or consumption. We know that revenue alone is not the issue: the state has a windfall forecasted; what can be done with those monies that are already coming in? A tax increase right now or in the next few years will be a nail in the coffin for many small breweries across the state. I worry that rushing towards a decision which emphasizes tax or price increases without a plan for exactly how these new monies would change the dynamics of funding for treatment, that doing all this will just put me

and lots of other breweries out of business.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Ben Edmunds
President, Oregon Brewers Guild
Brewmaster, Breakside Brewery (Portland, OR)

--
Ben Edmunds, Brewmaster
Breakside Brewery
[redacted], Milwaukie, OR 97222 (Production Brewery and Tap Room)
[redacted] Portland, OR 97211 (Brewery and Restaurant)
[redacted], Portland, OR 97210 (Brewery and Restaurant)
#seekandenjoy

From: Israel Morales
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:47:54 AM

You don't often get email from israel@kachkapdx.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is home to over 10,000 foodservice locations and over 2,400 lodging establishments. Creating nearly 180,000 jobs and more than $14 billion in annual sales, hospitality is the second largest sector for the state. We're proud to stand with our hospitality partners in beer, wine and cider, which drive tourism and have helped put our state on the map.

Oregon's restaurants, brewpubs and tasting rooms are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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Beer, wine and cider are a vital part of Oregon's economy and identity, and its hospitality sector needs the support of Oregon lawmakers. I oppose raising Oregon's beer and wine taxes or creating an alcohol sales tax and you should too.

Thank you,

--
ISRAEL MORALES
Co Owner/Director of Operations
KACHKA LLC & FABRIKA LLC
m: [redacted]

KACHKA [redacted]. Portland, OR 97214 kachkapdx.com
FABRIKA [redacted] Portland, OR 97232 eatkachkadumplings.com

From: Wade Fauth
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:42:32 AM

You don't often get email from wadefauth@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Wade Fauth
Sales manager

Ascendant Beer Co.
Ponderosa Brewing Co.
Zoiglhaus Brewing Co.

Cell: [redacted]

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From: Kacee Kubli
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:41:33 AM

You don't often get email from kkubli0611@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Cheers,
Kacee Kubli

From: Stephen Such
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:40:37 AM

You don't often get email from steve@fallingskybrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Cheers,
Stephen P. Such
Falling Sky Brewing
www.fallingskybrewing.com

Cell# [redacted]

From: Jake Elder
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:40:08 AM

You don't often get email from jelder@lazydaysbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

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As a brewer and the owner of one of the newer breweries in Oregon, I can tell you that the headwinds that our industry is already facing have been detrimental to many of us. The last year has seen a record number of brewery closures, primarily small breweries and brewpubs that struggle to weather tougher economic conditions. Started in late 2023, our pubs provide over 60 jobs in the greater Portland Metro area, and the beer we brew is what keeps our pubs open to provide community spaces for gatherings and events. An increase on excise taxes at a time where our cost of raw materials is climbing

and our customer's appetite for cost increases on food and beverages is squeezing the industry from both sides, and we will continue to see more small breweries and brewpubs close as a result.

Thank you for considering the needs of a struggling industry in your decision making process.

Cheers,
Jake Elder
Brewer and Co-Owner
Lazy Days Brewing Co

From: Jason Pond
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:37:39 AM
Attachments: image001.png

You don't often get email from jasonp@rogue.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

--

Jason Pond
VP of Operations
Rogue Ales & Spirits
Cell: [redacted]
jasonp@rogue.com



From: Greg Jones
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:37:07 AM
Attachments: image001.png

You don't often get email from greg@abacela.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
As a small Oregon wine grower and producer, I am deeply concerned about the discussion of raising taxes on an industry that is critical to our state yet struggling across a myriad of economic issues.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down. Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.
There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.
Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.
I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Regards,
Greg

Email: greg@abacela.com
Cell: [redacted]


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EST.
1995

From: Alan Taylor
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:32:47 AM

You don't often get email from aljtaylor@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thanks,

Alan Taylor
Brewmaster

Ascendant Beer Co.
Ponderosa Brewing Co.

Ponderosa Spirits
Zoiglhaus Brewing Co.

cell: [redacted]

From: Paul Reiter
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:32:40 AM

You don't often get email from paul@greatnotion.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers!!!!! I oppose raising Oregon's beer taxes and you should too!!!!

Cheers,

Paul

--
Paul Reiter
CEO
Great Notion
buy beer here!
instagram

From: Rob McCoy
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:32:21 AM

You don't often get email from rob@greatnotion.com. Learn why this is important

To whom it may concern,

My name is Rob McCoy, Director of Brewing operations at Great Notion Brewing in Portland Oregon.

I am writing to oppose any new taxes on beer.

Craft beer, wine, cider and spirits are a cornerstone of the culture of Oregon. Currently the industry is already in a downturn marked by more closures, loss of tourism, and severely reduced revenue to the industry. Further tax increases would increase closures with a lasting impact on the economy of Oregon. More empty commercial real estate, more unemployment, higher prices for Oregonians already battling severe inflation.
For producers of these products we have been forced to raise prices so high so quickly that we can not raise prices to even cover the increase cost of goods to produce. This has already lead to severe layoffs in the industry. To put it bluntly, there is no more money to tax in the industry. Most of us are barely getting by as it is. Any more increase will lead to more closures and a further decay of what this state once was economically.

Please take this into account when making your decision.

Thank you,

--
Rob McCoy
VP of Brewing Operations
Great Notion Brewing
buy beer here!
instagram



From: David Sanguinetti
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:31:02 AM

You don't often get email from david@forelandbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%. At the current rate, any increase in operating costs will decimate the industry.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, rent hikes, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

David Sanguinetti
Co-founder
ForeLand Beer

From: Annie Brix
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:30:54 AM

You don't often get email from annie@wayfinder.beer. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Annie Brix • Operations
wayfinder.beer
she/her

From: Jason Barbee
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:30:20 AM

You don't often get email from jason@levelbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Jason Barbee
Brewer/Owner

From: Noelle Sawyer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:26:52 AM

> You don't often get email from noelle.sawyer@coldist.com. Learn why this is important

Hello,

I am sending this email because I oppose any new taxes on beer and wine in Oregon. I work in the alcohol industry, and I believe raising the taxes on alcohol would have more negative impacts on me as a consumer and an employee in the industry, than positive ones.

I am a young adult trying to get by in an economy with already high inflation rates and opting to increase prices more does not make sense to me. I have seen what has happened with people in my family who smoke cigarettes; even though they have little money to spend, they still decide to purchase cigarettes with the high tax on them. People are going to purchase alcohol or cigarettes no matter what, why would we continue to cripple people further financially?

One could argue that the tax revenue from cigarettes or alcohol could be put to good use, but from what I have learned in my short life is that most taxes are not being put to good use at all. Where's the accountability and where is my money as a taxpayer money going? If I knew for a fact that it was being put to good use and that I could reap the benefits, perhaps my mind would be changed- I just don't see that happening any time soon.

Most importantly, this tax would negatively impact the industry I work in which directly impacts the livelihood of me and my family.

Thank you for taking the time to read and I hope this feedback is helpful.

Noelle Sawyer
Supervisor Inventory | Canby
Columbia Distributing
Cell: [redacted]
www.coldist.com

From: Ellen Brittan
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:23:29 AM

You don't often get email from ellen@brittanvineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Robert and Ellen Brittan
Owners/ Brittan Vineyards
McMinnville, OR

From: Chuck Ross
To: OLCC.Communications * OLCC
Cc: Travis Anders; Collin Burton
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:20:54 AM
Attachments: 3610TaskforceRecommendations.pdf

You don't often get email from chuck.ross@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I have lived in the beautiful state of Oregon the entire 65 years of my life and of those years have been employed with an alcoholic beverage distributor for over 41 years. I am writing to let you know I OPPOSE ANY NEW TAXES ON BEER AND WINE!!!!

Enough is enough as it is time that agencies are held accountable for our money.

- OR Health Authority (OHA) must be held accountable before being given more taxpayer money.
    - OHA testified to the task force that they cannot account for $72 million in funds.
- Money is not the problem; the problem is the lack of planning and accountability.
- Alcohol taxes do not stop problem consumption, including excessive or teen drinking.
- Use existing taxes to solve substance use disorder. Only 3% of the current tax is used to fund such programs.
- Higher taxes will harm our brewers, wineries, and hop growers – all of which are money generators for the State.
- With high prices and inflation, now is not the time to increase taxes.
- Higher taxes will impact my livelihood and that of my family.

Charles M. Ross
[redacted]
Medford, OR 97504

Chuck Ross
Southern Oregon Key Accounts Mgr.
Columbia Distributing
Cell:[redacted]
chuck.ross@coldist.com

Join us on Facebook and Instagram for fresh brews, beverage news and community events!


Columbia
distributing

The following recommendations are submitted by HB 3610 Taskforce members Jamie Floyd, Marcus Reed, Fawn Barrie, Jana McKamey, Aaron Sarnoff-Wood, and Danelle Romain

Key Recommendation:

Alcohol taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space, a third-party must "untangle the bowl of spaghetti" and unaccounted for revenue and prove results before proposing simply more revenue or increasing taxes on already struggling Oregon businesses. Beer, wine and cider are a vital part of Oregon's economy and identity and need the support of Oregon lawmakers and our communities.

Context and References:

1. **Alcohol Pricing, Addiction, Taxation**: The Taskforce has received overwhelming data from the EcoNorthwest firm and the Senior Economist in the Legislative Revenue Office that alcohol demand is inelastic and taxes are ineffective as a tool to control alcohol consumption, especially excessive or teen drinking. Knowing alcohol taxes do not curb problem consumption, the state should increase the use of existing tax and mark-up revenue beyond the current 3% to fund proven and vetted SUD programs.

2. **Addiction Treatment and Prevention Services**: OHA does not know whether money spent on behavioral health has made a difference because, as OHA testified to the Taskforce, OHA does not track the money after it is spent or hold providers accountable. OHA does not collect the minimum data necessary to determine what gaps in services may exist. No data is collected regarding recovery asset utilization rates, outcomes resulting from recovery treatment, insurance barriers, existing prevention programs statewide, or public health benefits from recent increases in recovery funding. There is no attempt to measure success to make the case for additional or redirected resources from programs that are not producing desired outcomes.

   Targeting beer, wine and cider will not solve Oregon's drug crisis. According to the OLCC and consistent with widespread industry data, alcohol sales are down across categories, and teen drinking is at historic lows.

   The Legislature should inventory what school districts are already doing under the statutorily required substance use disorder prevention programs to understand what, if any, gaps exist in current prevention curriculum. To incentivize service providers, CCOs metrics, which are currently only tied to new patient diagnoses, could expand to include relapses so they're set up for success each time.

3. **Distribution of Resources**: Alcohol taxes are the state's third largest source of revenue. Less than 3% is earmarked for mental health and addiction. Reallocation of existing funds or earmarking any new OLCC revenue to proven and vetted SUD programs would be a logical step forward.

   Oregon can improve distribution of resources and coordination. If we had a more effective central hub at the state level as recommended by experts, Oregon could take advantage of more federal matching funds. Our siloed approach limits funding and coordination opportunities. OHA could work to make funds less siloed and be more holistic in how they spend resources on public health, recognizing the reality of co-occurrences.

4. **Overall Funding**: Oregon's funding of SUD services is some of, if not, the highest in the nation per capita with little known about what we're buying and whether it's working or not . SUD funding has increased 100% since 2021, over $1 billion and we have little to show for it. OHA has more than they have spent, and these programs take time to show if they work or if funds should be redirected to other uses. Before spending more, we should evaluate if this new funding is working and if not, funds should be redirected to programs with proven results.

   OHA presented what they spent in 2021-2023 but not what was budgeted by the legislature or other new revenue streams. And more was budgeted for 2023-2025 that wasn't presented during the Taskforce. A study in 2017 found Oregon spends more on drug addiction recovery and prevention than 75% of other states (ranked 14th in spending), yet we're one of the worst in outcomes (ranked 7th in needing but not receiving treatment for alcohol use disorder). And that was before we added $1 billion more in spending.

   > Willamette Week "There's so much money because there's a crisis." "There's a real opportunity for people to take advantage."
   >
   > Congressman Earl Blumenauer, "The consensus of all these experts we brought together is that money is not the problem," he says. "The question is how we mobilize and utilize the resources we've got."

5. **Public Education & Prevention**: The Legislature should investigate substance use disorder curriculum for school education programs (something already mandated) to see if it's working. Teen drinking at historic all-time lows would suggest that mandate has seen some success. The state should inventory existing curriculum and assess success rates, and seek federal matches to optimize prevention programs and seek efficiencies.
   OLCC alcohol licensee training programs should be examined for best practices. Additionally, the OLCC should use existing alcohol tax and mark-up

revenue to ensure they are adequately enforcing Oregon's numerous alcohol control laws.

6. **Data Collection & Research**: A trusted third party should implement data collection for the state, including establishing a real-time database of SUD beds statewide, a tracking tool for OHA spending and provider outcomes, and a study on what's working in other states and why Oregon is spending more per capita for little results. With 7.4% of OHA's SUD budget unaccounted for according to OHA's Taskforce testimony, we also need a third party audit of OHA and SUD programs and funding.

From: Valarie Doss
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Save Oregon Craft Beer!
Date: Wednesday, September 25, 2024 11:51:20 AM

You don't often get email from val@bevelbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Valarie Doss

Bevel Craft Brewing
Owner/Head of Marketing

[redacted]

www.bevelbeer.com

From: J Shilling
To: OLCC.Communications * OLCC
Subject: HB 3610 Task Force
Date: Wednesday, September 25, 2024 11:27:48 AM
Attachments: PastedGraphic-1.tiff

You don't often get email from j@dirtroadbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

J Shilling
Head Brewer
Dirt Road Brewing
Philomath, OR 97370
Cell: [redacted]

From: Matt Williams
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Wednesday, September 25, 2024 11:48:15 AM

You don't often get email from matt@block15.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Matt Williams

--
Matt Williams - Brewery Operations Director

Block 15 Brewing Co.
[redacted].

Corvallis, OR 97333

Restaurant Line: [redacted]
Brewery Line: [redacted]



From: Osha Schultz
To: OLCC.Communications * OLCC
Cc: jeaninsha@q.com
Subject: HB 3610
Date: Wednesday, September 25, 2024 11:34:18 AM

You don't often get email from osha.schultz@coldist.com. Learn why this is important

Dear Oregon Liquor and Cannabis Commission,

I am writing to express my opposition to any new taxes on beer and wine. As someone who works in the industry, I am deeply concerned about the potential negative impacts these taxes could have on my livelihood, my family, and our customers.

Higher taxes will harm our brewers, wineries, and hop growers, all of which are significant contributors to Oregon's economy. With the current high prices and inflation, now is not the time to increase taxes. Additionally, the Oregon Health Authority (OHA) must be held accountable before being given more taxpayer money, especially considering their inability to account for $72 million in funds.

Money is not the problem; the issue lies in the lack of planning and accountability. Alcohol taxes do not effectively address problem consumption, including excessive or teen drinking. Instead, existing taxes should be used to fund substance use disorder programs, as only 3% of the current tax is allocated for this purpose.

Thank you for considering my comments.

Sincerely,
Alyosha Schultz
[redacted] Portland OR 97217

Osha Schultz
Manager | Warehouse
Columbia Distributing
Canby
[redacted] | osha.schultz@coldist.com
www.coldist.com | We're Hiring!

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Columbia
distributing

From: Koscina Tam
To: OLCC.Communications * OLCC
Subject: HB3610 Comments
Date: Wednesday, September 25, 2024 11:00:34 AM
Attachments: image001.png

> You don't often get email from bookkeeping@coelhowinery.com. Learn why this is important

Hi there,

Increasing wine tax will be a disaster damage to Wine industry in Oregon, that will lower our competitive among the nation. It is another method to kill wine industry in Oregon.

Thank you.
Koscina Tam
Bookkeeper



Share the bottle,

keep the moment .

Email: bookkeeping@coelhowinery.com
Office Phone: [redacted]
Winery Phone: [redacted]
Web: coelhowinery.com
FB: facebook.com/coelhowinery_
Insta: instagram.com/coelho_winery
MAILING ADDRESS: [redacted], Amity OR 97101
Street Address (WINERY/TASTING ROOM): [redacted] Amity OR 97101
Street Address (WAREHOUSE): [redacted], Amity OR 97101

From: Dani Rosendahl
To: OLCC,Communications * OLCC
Subject: HB 3610 COMMENTS
Date: Wednesday, September 25, 2024 11:55:17 AM

You don't often get email from dani.rosendahl@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is home to over 10,000 foodservice locations and over 2,400 lodging establishments. Creating nearly 180,000 jobs and more than $14 billion in annual sales, hospitality is the second largest sector for the state. As a hospitality partner selling beer, wine and cider, our work drives tourism and has helped put our state on the map.

My restaurant is facing major challenges. We've been in business for 18 years and it's never been this bad. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer, wine and cider are a vital part of Oregon's economy and identity, and its hospitality sector needs the support of Oregon lawmakers. I oppose raising Oregon's beer and wine taxes or creating an alcohol sales tax and you should too.

Thank you,

--
Dani Rosendahl
Director of Operations
The Pit Stop Sports Bar & BBQ Grill
[redacted]., Beaverton, OR 97005

From: Todd Crowell
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Wednesday, September 25, 2024 11:56:47 AM

You don't often get email from todd@archrockbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am a minority owner of Arch rock brewing company in Gold Beach, Oregon. E are a small brewery on the southern Oregon coast. We are struggling to make ends meet as it is and this bill could be the final straw for us. This Bill punishes an industry unnecessarily for a drug problem that was created by the Pharmaceutical Industry. This is a poorly thought-out Bill which will harm an important Oregon Industry, ignore the cause of the problem and accomplish very little benefiting the people of Oregon

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If

SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Todd Crowell

From: Natalie Rose Baldwin
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 12:30:38 PM

You don't often get email from natalie@wayfinder.beer. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

--
Natalie Rose Baldwin (she/her)
Brewmaster
Wayfinder Beer
[redacted]
Portland, Oregon 97214

From: Noah Palmer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 12:29:02 PM

You don't often get email from noah@forelandbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on

already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Noah Palmer

From: Wendy Lange
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 12:07:23 PM

You don't often get email from wendy.lange@langewinery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state.

However, since the pandemic,Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't spent all the monies budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Wendy Lange
Managing Business Partner
http://www.langewinery.com

From: Shane Watterson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 12:02:12 PM

You don't often get email from shane@levelbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.
Cheers,
Shane

Shane Watterson
Brewer/ Owner
Level Beer

From: Nathan Doss
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:59:15 AM

You don't often get email from ndoss@bevelbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

To introduce myself, my name is Nathan Doss, the owner and operator of Bevel Craft Brewing and Craft Beer Brewery in Bend, OR. I write this letter to urge you to please rethink raising the Excise Tax Rate.

Our business is just over 5 years old and has gone through a gamut of changes since opening. First and foremost we had to endure the COVID-19 Pandemic. We worked hard to follow all rules and regulations and provide our customers and fellow Oregon citizens a safe place to enjoy or product. Since then we have seen our industry shrink by 50 breweries in the State and have seen our own business have zero growth and in fact have negative growth.

I entered the beer brewing industry not to get rich but to be a part of my community and create jobs for people that are passionate about our products. I moved to this State to open my business because in years past I have seen the State of Oregon support small businesses and locally made beer. This does not just affect the brewers but farmers, distributors, restaurants, pubs and many other businesses that are touched but the beer industry.

We and many other breweries are on the brink of failure due to many factors and an Excise Tax increase could potentially cripple our industry. Please consider how this will impact not just ownership but thousands of employees who love the industry and would be forced to find new employment.

Beer is a vital part of Oregon’s economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon’s beer taxes and you should too.

Thank you for your time and efforts!

Beers & Birdies,

Nate Doss
Owner/Head Brewer
Bevel Craft Brewing

From: nick rosenstadt.beer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 11:58:06 AM

You don't often get email from nick@rosenstadt.beer. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

-Nick

Nick Greiner, Co-Founder
Rosenstadt Brewery LLC
[redacted]
nick@rosenstadtbrewery.com

www.rosenstadtbrewery.com
Join our mailing list

From: Mike Thayer
To: OLCC.Communications * OLCC
Cc: Petesmtnvineyard
Subject: HB 3610
Date: Wednesday, September 25, 2024 11:57:04 AM
Attachments: Outlook-Light- LOG

You don't often get email from mike@petesmtnwinery.com. Learn why this is important

To whom it may concern,

I wanted to comment on HB 3610 for the record. I am against this bill to raise the tax on the sale of wine in the state of Oregon. As a self -employed small family farm/wine producer, the proposed tax would have a negative impact on my ability to run my business. The tax burden on my company and family is already a challenge to meet. I feel that I am not alone regarding excessive taxation on small Oregon businesses, families and individuals. State of Oregon taxes along with the cost of raising a family have risen immensely over the past five to ten years. Not to mention health insurance, education expenses and food costs have risen faster than incomes! The State of Oregon legislature and government should not continue to burden the citizens who they serve with additional expense, while small businesses, families and individuals are struggling to make ends meet. How about the State of Oregon government leaders try to cut the costs of government instead of continuing to raise taxes? Government taxes and spending do not always need to increase unless government spending is always rising. I do not think that HB 3610 is a good idea, it only continues to serve government spending while burdening the citizens the government is supposed to serve with greater expense.

Thank you for your consideration,

Mike Thayer
[redacted]
West Linn, OR 97068
Phone: [redacted]
Mobile: [redacted]
www.petesmtnwinery.com

From: Mike Landt
To: OLCC.Communications * OLCC
Subject: Proposal to raise Oregon wine taxes
Date: Wednesday, September 25, 2024 12:12:19 PM

You don't often get email from wines@riversedgewinery.com. Learn why this is important

Dear Sirs:
This is a terrible time to be raising taxes on anyone, especially on a group of small businesses that are seeing significant head winds just to survive. We are likely headed into a recession and there is most certainly a recession in the Oregon small winery community.
Mike Landt
Founder and owner
River's Edge winery

From:	Jennifer Little
To:	OLCC,Communications * OLCC
Cc:	Little Jennifer
Subject:	RE: HB 3610 Comments
Date:	Wednesday, September 25, 2024 12:13:34 PM
Attachments:	image001.png alcohol tax.pdf

You don't often get email from jlittle@klamathcounty.org. Learn why this is important

Hello,

I submitted yesterday but my communications person updated my letter slightly. Can you please replace what I sent yesterday with this version? Sorry about that… Thanks for the opportunity to submit comment!

Warm regards,

Jennifer

From: Jennifer Little <jlittle@klamathcounty.org>
Sent: Tuesday, September 24, 2024 5:08 PM
To: OLCC.Communications@olcc.oregon.gov
Cc: Jennifer Little <jlittle@klamathcounty.org>; Kelley Minty <kminty@klamathcounty.org>
Subject: HB 3610 Comments

Hello,

Please accept this public comment submission on behalf of Klamath County Public Health.

Warm Regards,

Jennifer

Jennifer Little, MPH
Director
Pronouns: She/Her
[redacted]
Klamath Falls, OR 97603
[redacted]
jlittle@klamathcounty.org
publichealth.klamathcounty.org

When you're here, you're home

September 25, 2024

KLAMATH COUNTY PUBLIC HEALTH

Oregon Liquor & Cannabis Commission
9079 SE McLoughlin Blvd.
Portland, OR 97222

Re: HB 3610 Task Force on Alcohol Pricing and Addiction Services

This letter comes to you to provide testimony in support of increasing alcohol taxes to fund substance use prevention efforts. As the Klamath County Public Health Director, I urge you to consider the following points:

- Increasing alcohol taxes is an evidence-based strategy to reduce excessive alcohol consumption and related harms[1]. Research shows that higher alcohol prices lead to decreased alcohol consumption, particularly among youth and heavy drinkers[2].
    - The younger the age youth initiate alcohol use, the greater their risk of developing an alcohol use disorder (AUD) later in life. Alcohol use among adolescents frequently involves binge drinking rather than more frequent consumption of fewer drinks on each occasion[3].
- Higher alcohol taxes are associated with reduced motor vehicle crashes, alcohol-related liver cirrhosis deaths, violence, and other alcohol-related harms[1].

Prevention funding has dwindled for decades, whether due to a lack of funding sources or shifting priorities. Sadly, this leads to a tidal wave of addiction issues, which are more costly both to the healthcare system and society as a whole. In fact, the estimated healthcare-related costs in 2019 were $702.06 million and the economic burden of excessive alcohol consumption on Oregonians was a whopping $4.8 billion[4].

It's time to reinvest in primary prevention, particularly focusing on youth. Economists frequently recommend using taxes as a tool to make the price of consumption more reflective of the public costs to society[4]. An alcohol tax increase can generate significant new revenue to fund critical, evidence-based substance use prevention in schools and in the community.

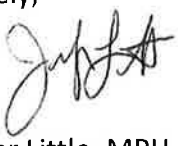
We've seen success in this model already in the tobacco realm. Ballot Measure 108 increased tobacco taxes in Oregon, which has in turn been heavily invested in state and local prevention and cessation programming. In Klamath County, our funding more than doubled, which has allowed us to expand our prevention work across the county.

Continues next page

[redacted] Klamath Falls, Oregon 97603 | Phone: [redacted] | Fax: [redacted]

In conclusion, I urge you to support an increase in alcohol taxes with dedicated funding for substance use prevention. This evidence-based policy can improve public health, generate needed revenue, and help address the impacts of substance use in our communities. Thank you for your consideration.

Sincerely,



Jennifer Little, MPH
Director, Klamath County Public Health

[1] https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5675427/

[2] https://www.thecommunityguide.org/news/increased-alcohol-taxes-can-prevent-excessive-alcohol-use-and-other-harms.html

[3] https://publications.aap.org/pediatrics/article/144/1/e20191356/37084/Alcohol-Use-by-Youth?autologincheck=redirected

[4] https://www.oregon.gov/oha/PH/PREVENTIONWELLNESS/excessivealcoholuse/Documents/OHA-Alcohol-Harms-FINAL.pdf

From: Afton Towry
To: OLCC.Communications * OLCC
Subject: Wine tax
Date: Wednesday, September 25, 2024 12:21:24 PM

You don't often get email from afton@aponavineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Respectfully,

Afton Towry
Owner / Operator
Afton@aponavineyards.com

From: Alex Lackey
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 1:32:48 PM

You don't often get email from alex@terminalgravitybrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Considering that OHA's own commissioned report states that taxes are ineffective at controlling problem consumption, let's look at what taxes are effective at: increasing the cost to the consumer. At every step in 3-tier distribution there is a mark-up. The distributor

wants to make a 30% margin, the retailer wants to make a 30% margin. This may seem counterintuitive but the way this is calculated is that Cost is divided by (1 - 30%) or 0.7. For instance a distributor buys a 6 pack for $4.89. The distributor sells that to the store for $4.89/0.7 = $6.99. The store sells that same six pack for $6.99/0.7 = $9.99. The cost has more than doubled. Put another way, for every $1.00 of excise tax you assess to the producer the consumer will ultimately pay $2.04 more for our products, and the icing on the cake, over half of that money goes to the distributor and the retailer, and doesn't fund SUD programs.

We also know that there is a giant over supply of cannabis which has driven prices into the ground, limiting the amount of tax revenue that should be generated. Cannabis taxes were supposed to take the lead on funding SUD programs from the get go. Why don't we address problems in that industry before leaning on craft breweries who are already dealing with immense challenges. Since COVID, the costs of production have increased substantially, mainly with ingredients, packaging materials and other supply chain related issues. This has caused major price increases already. As a result demand has begun to shift to cheaper national brands and competing categories. Additional consumer price increases will cause irreparable damage to our industry, and the agency's own reports admit that these taxes are ineffective at best.

Here is the summary of my comments:

1. The Oregon brewing industry is facing hard times as is.

2. Oregon brewers did not contribute to the fentanyl crisis, and OHA has not used existing funding to fund the very programs that we are talking about today..

3. Per OHA's own study, alcohol excise taxes don't work.

4. Taxes will harm consumers and producers through demand shocks.

5. There are other revenue sources that can and should be used to fund SUD programs.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Alex Lackey

Director of Sales and Distribution, Terminal Gravity Brewing, Inc.

--

Alex Lackey
Director of Sales and Distribution
Terminal Gravity Brewing

[redacted]
alex@terminalgravitybrewing.com
www.terminalgravitybrewing.com
[redacted] Enterprise, OR 97828

From: Leikam Brewing
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 1:29:09 PM

You don't often get email from info@leikambrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. This dynamic sector supports approximately 50,000 jobs, contributes $2.8 billion in wages, and generates $8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production.

Local breweries like ours are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family in Portland.

A woman owned, family run business, we are proud to employ 4 people and provide health stipends and above minimum wage salaries. We consider ourselves a neighborhood gathering place and are constantly giving back in a myriad of ways to our community. To ensure the survival of my business, stability in the tax code is crucial. Imposing additional taxes at this juncture would only add to the difficulties we face.

Having lived with a parent who struggled with addiction, I deeply understand its impact on a family. It's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states. We've put over $1 billion into these efforts, including $470 million from the 2021 behavioral health package, $300 million from Measure 110, $600 million from the opioid lawsuit, and an additional $211 million in 2024 for various support services. Yet, OHA has lost track of $72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Leikam Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Sincerely,

Sonia Marie Leikam
Owner, Leikam Brewery

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From: Lisa Crowell
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 1:20:14 PM

You don't often get email from lisa@archrockbeer.com. Learn why this is important

Hello! My name is Lisa Crowell. I am co-owner of Arch Rock Brewing in Gold Beach. I am also someone whose family has been affected by addiction. So please believe me when I say that absolutely, there is a need to address and work for addiction and recovery funding. However, a tax that will most definitely stifle sustainability and growth in the best case and close doors in the worst, is not the answer. I think we can all agree that living and working through the pandemic was challenging, to say the least. As a small business on the Oregon Coast, like many we have had to adapt just to stay afloat. Uncertainties will always arise, variables that we cannot control. This tax increase feels like we are treating post-pandemic problems with pre-pandemic solutions. For a great many of us in this industry, it simply will not work!

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

To better solutions,
Lisa Crowell
Co-Owner, Arch Rock Brewing Co.
Get Outlook for Android

From: Cathy Mews
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 1:20:13 PM

You don't often get email from cathy.mews@coldist.com. Learn why this is important

I oppose any new taxes on beer and wine. Many families, mine included, are struggling to make ends meet with increased inflation on food costs, energy, and fuel. Our wages have not kept up with this rising inflation. In tight times fiscally responsible families will cut back on non-essential items, thus preserving funds for housing, nutrition, medical care. Alcohol is non-essential. If taxes are raised, sales WILL decrease because people are no longer able to afford alcoholic beverages. The higher taxes will only hurt our brewers, wineries, and farmers involved in the industry. Think critically! What will happen to over-all Oregon Tax Revenue if taxes are raised on alcohol? When people cut back on non-essentials you will see distribution decrease, you will see lay-offs of those working in the distribution industry. This will trickle down to the wineries and breweries that produce product we distribute—less production means fewer workers are needed. This trickles down even further to the farmers who produce the raw materials used for production. In the end, Oregon will see a reduction of over-all revenue received from those jobs, industries, and farms. Now is not the time to raise taxes! Let's grow Oregon's economy, not cripple it!

Thanks,

Cathy Mews
Staff Accountant | Compliance
Columbia Distributing
[redacted]
www.coldist.com

Join us on Facebook and Instagram for fresh brews, beverage news and community events!

Columbia distributing

From: Lisa Swanston
To: OLCC.Communications * OLCC
Cc: Peter Skrbek
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 1:16:45 PM
Attachments: image001.png
image002.png
image003.png
image004.png

You don't often get email from lswanston@deschutesbrewery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year. In 2023, Deschutes Brewery alone employed 529 Oregonians and paid $17.2 million in wages.

Over the last two years Oregon has lost approximately 50 breweries, brewpubs and taprooms with the number of closures continuing to grow. Draft beer is down nearly 30%, Oregon hop harvest is down 18% and craft beer is down at least 2.1%.
Sales for Deschutes Brewery have decreased 9% when comparing the first eight months of 2024 to 2023.

Oregon's breweries are facing major challenges including inflation of raw materials, supply chain issues, employee shortages, natural disasters, a pandemic and record closures. Our local businesses need the support of lawmakers to survive and stability in our tax code, not additional taxes.

Beer is a vital part of Oregon's economy and identity. Breweries, large and small, need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Lisa Swanston | CFO
Deschutes Brewery® | [redacted] | She/Her

DESCHUTES

From: Emily Ritchie
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 12:55:19 PM

You don't often get email from emily@nwcider.com. Learn why this is important

Hi,
The Northwest Cider Association supports the idea of better addiction treatment for folks who live here in Oregon but as more and more data was uncovered in these HB 3610 Task force meetings, it was clear there isn't a need for more funding. Important pieces of info that came up in the task force meetings:

1. The Oregonian found the Oregon Health Authority (OHA) buried a report showing that increasing taxes would not curb problem drinking. This last session, Rep Sanchez said that was why she was raising taxes. This new round she is changing the reason to supporting children. Note that she isn't proposing higher taxes on state-owned liquor stores, just the wine/beer/cidermakers.

2. OHA failed to account for $72 million in their budget, approximately the amount they said they need to treat addiction to opioids (not alcohol). Oregon has an average rate of alcohol addiction compared to the nation but a higher than average amount of funding for services already.

3. The taskforce doesn't have the votes in favor of raising the taxes now, so the Representative is asking for public comment.

Thank you for reading. Please do not increase taxes without a clear need and a plan for the funding.

--

Emily Ritchie (she/her)
Executive Director
Northwest Cider Association
[redacted]
Join the NW Cider Club!

From:	Van Havig
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Wednesday, September 25, 2024 12:43:37 PM
Attachments:	Gigantic Brewing HB 3610 comment.docx

[You don't often get email from van@giganticbrewing.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

HB 3610 Task Force members and Oregon lawmakers,

I am the Master Brewer and one of the owners of Gigantic Brewing Company in SE Portland. I'll keep these notes about HB 3610 as specific to my brewery as I can.

Gigantic pays every tax that every other business in Oregon pays, and then as you know we pay an excise tax for the privilege of brewing beer in this state. I think that's important to remember when you look at the tax burden currently faced by breweries. Please also remember that an excise tax is a tax paid by the producer, not the consumer. For beer this tax is determined by the volume of beer we produce, meaning that an excise tax is tantamount to an increase in our costs of production, just like if water or labor increased in cost. I bring this up because in the last few years, the costs breweries face have increased greatly. Due to the war in Ukraine and climate related droughts, malt prices increased 33% two years ago, and they remain 20% higher than historical averages. Besides labor, malt is the largest cost in a brewery. In addition, due to inflationary pressure the last few years, we've also seen our labor costs increase significantly – both due to mandatory minimum wage increases as well as to try to keep paying our brewers and managers a decent wage. As a result, since the Pandemic, but starting even before that, breweries in Oregon have seen their costs rise significantly. At this point, Gigantic has seen healthy, profitable margins decrease to very, very thin levels. Whereas we used to make a profit of roughly $200,000 per year (on total sales of just over $2,000,000) prior to 2020, we've lost money in two of the last four years and had profits in the low to mid five figures the other two. Given cash flow and loan payments that we need to make, we're just scraping by.

I don't point this out to be a sob story. Given inflation and our greatly reduced profit, we should raise prices to cover our increased costs. This is basic business. However, outside of our own tap rooms, this isn't feasible. To increase our prices in the highly competitive beer market in Oregon would result in reduced sales, and therefore even less profit. Frankly, in the 12 years we've been in business, we haven't been able to raise the per ounce price of bottled or canned beer at all, and have only been able to raise the price of draft beer roughly 15%. This in no way covers our cost increases.

The point you should take is this – as the industry currently stands, all cost increases in the production of beer are absorbed by breweries, not by consumers. By all means, the 30%+ increase in labor costs over the last decade, with similar increases in the costs of malt should be reflected in consumer prices increasing significantly, but this hasn't

happened because breweries haven't been able to pass these costs along. Since excise taxes are functionally the same as an increase in labor or raw materials costs, you can expect breweries to be forced to absorb any excise tax increase as well. Given the outlandish proposed tax rates in previous attempts to increase the privilege tax, you can expect small breweries to become unviable in the State of Oregon.

I know that many of you think our side is always crying wolf, but I'd like to repeat – we've been forced to absorb 30%+ increases in our two main costs of production in the past decade and consumer prices have changed little – and our revenue per barrel has barely increased at all. Yes, prices have gone up for a pint at the bar, but the price the bar pays for a keg hasn't increased nearly enough to cover the increased costs of producing that beer. Pint prices are a reflection of the minimum wage going up significantly and increasing rents on retail spaces – not the cost of the beer.

I'd like to point out that Gigantic Brewing employs 23 people, 14 of them full time. Our payroll is $750,000 per year. We provide health insurance for 20 employees, some of whom work only about 18 hours per week. Before Paid Leave Oregon had started, one of our employees had two lovely children while in our employ, and we gave her 6 months off with 2/3 pay both times. That and the health insurance we provided allowed her to have children affordably. Our full time employees also have a retirement program to which we contribute. Given that we have fewer than 25 employees, none of this is mandated federally or by the State. But we do it because we care. Frankly, these benefits might be one of the things we could cut to pay for an increase in excise taxes – meaning an excise tax increase, depending on the size, could force me to choose between my employees' wellbeing and staying in business.

Finally, I'd like to address the concept of what makes good tax policy. Good tax policy should not damage industries that have large net positive effects on a state. All brewers are aware of the potential negative effects of alcohol – to say otherwise is to not be honest. However, beer is the least strong of all alcoholic beverages, and therefore is more likely to be used in moderation than stronger beverages. In Oregon, the beer industry is also a major driver of tourist activity. Meaning that even people who work in or own breakfast restaurants that don't serve beer benefit from the reputation and existence of Oregon breweries. Hotel stays, car rentals, airline flights, homeowners with an ADU on Air BnB, vendors at Saturday Market, etc all benefit from the Oregon beer industry and it's reputation that encourages visitors to this state to come here or at least maybe stay an extra day. We also benefit the farmers who grow hops in the state in ways beyond just buying their crops. The relations that Oregon brewers and hop growers have developed over the last two decades have resulted in fundamental changes to how hops are processed and what hops are grown that have resulted in increased profits for the growers and increased international sales of their hops. In other words, the benefits to the Oregon economy from having a vibrant, creative small brewing industry are quite large. The story of craft brewing in Oregon has been one of overwhelming success without any government support. Unlike many large, well known employers in the state, we don't ask for tax breaks, nor do we threaten to move out of state and take jobs with us if we don't get State welfare. Oregon breweries are good employers, who provide good manufacturing and white collar jobs to people who have an outsized

effect on the reputation of the State of Oregon as somewhere where life can be good.

Thank you.
Van Havig

--
Van Havig
Gigantic Brewing Company

HB 3610 Task Force members and Oregon lawmakers,

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I don't point this out to be a sob story. Given inflation and our greatly reduced profit, we should raise prices to cover our increased costs. This is basic business. However, outside of our own tap rooms, this isn't feasible. To increase our prices in the highly competitive beer market in Oregon would result in reduced sales, and therefore even less profit. Frankly, in the 12 years we've been in business, we haven't been able to raise the per ounce price of bottled or canned beer at all, and have only been able to raise the price of draft beer roughly 15%. This in no way covers our cost increases.

The point you should take is this – as the industry currently stands, all cost increases in the production of beer are absorbed by breweries, not by consumers. By all means, the 30%+ increase in labor costs over the last decade, with similar increases in the costs of malt should be reflected in consumer prices increasing significantly, but this hasn't happened because breweries haven't been able to pass these costs along. Since excise taxes are functionally the same as an increase in labor or raw materials costs, you can expect breweries to be forced to absorb any excise tax increase as well. Given the outlandish proposed tax rates in previous attempts to increase the privilege tax, you can expect small breweries to become unviable in the State of Oregon.

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Finally, I'd like to address the concept of what makes good tax policy. Good tax policy should not damage industries that have large net positive effects on a state. All brewers are aware of the potential negative effects of alcohol – to say otherwise is to not be honest. However, beer is the least strong of all alcoholic beverages, and therefore is more likely to be used in moderation than stronger beverages. In Oregon, the beer industry is also a major driver of tourist activity. Meaning that even people who work in or own breakfast restaurants that don't serve beer benefit from the reputation and existence of Oregon breweries. Hotel stays, car rentals, airline flights, homeowners with an ADU on Air BnB, vendors at Saturday Market, etc all benefit from the Oregon beer industry and it's reputation that encourages visitors to this state to come here or at least maybe stay an extra day. We also benefit the farmers who grow hops in the state in ways beyond just buying their crops. The relations that Oregon brewers and hop growers have developed over the last two decades have resulted in fundamental changes to how hops are processed and what hops are grown that have resulted in increased profits for the growers and increased international sales of their hops. In other words, the benefits to the Oregon economy from having a vibrant, creative small brewing industry are quite large. The story of craft brewing in Oregon has been one of overwhelming success without any government support. Unlike many large, well known employers in the state, we don't ask for tax breaks, nor do we threaten to move out of state and take jobs with us if we don't get State welfare. Oregon breweries are good employers, who provide good manufacturing and white collar jobs to people who have an outsized effect on the reputation of the State of Oregon as somewhere where life can be good.

Thank you.
Van Havig

From: Dan Hughes
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 12:43:16 PM

You don't often get email from dan@coldfirebrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

We represent one of Oregon's more than 300 breweries that help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, down from a peak of nearly 400 breweries before the pandemic.

Oregon has lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

We have faced so many major challenges, between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive.

And that means certainty and stability in our tax code, not more taxes. Oregon, along with most states, ***has a fentanyl problem***. We see it every day at our places of business and outside our very homes. *But this is not because of alcohol or a lack of drug addiction and recovery funding*, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding.

What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and we, ColdFire Brewing and our contemporaries, need the support of Oregon lawmakers. We oppose raising Oregon's beer taxes and you should too.

Cheers,

--
Dan Hughes

Co-Founder/CEO
ColdFire Brewing
Eugene, Oregon

From: Jessica Thomas
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 12:35:16 PM

You don't often get email from jessica@sweetcheekswinery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

We are struggling.

It is becoming increasingly difficult for our small, family-owned winery to survive. It is disheartening to watch advertisements supported by the OHA that portray a dad pushing his small child in a cart at the grocery store, being questioned about alcohol, and only putting back the bottle of wine while keeping the beer in the cart. It's more disheartening to know that the Oregon Health Authority presented to the task force that it cannot account for $72 million and hasn't spent all that was budgeted. Yet, a consideration is to continue adding hardships to small, family-owned businesses fighting to survive by adding taxes.

In addition, the Oregon Health Authority neglected to provide survey results paid for by Oregon taxpayers. This survey proved that the astronomical tax increase would barely affect the mission the Oregon Health Authority claims to be targeting: overconsumption.

We are stewards of the land. We bring in tourism that provides revenue for lodging, restaurants, outdoor recreation, lands, and parks. We don't do this for the money—most of us are struggling to pay our bills—but because we love bringing people together. We champion people gathering around a table to connect.

I hope the task force takes a moment to consider the overarching goal—we must address those who seek overconsumption. However, knowing that missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, **Oregonians need a public health agency that is focused on addressing those seeking to overconsume, not using funds to discourage drinking among moderate consumers.**

Between the steady decline in sales and visitation, rising cost of business and employee expenses, natural disasters, supply chain issues, and sky-rocketing cost of goods - our struggle is becoming increasingly difficult to want to push through.

In a recent survey by the Willamette Valley Wineries Association, we learned that crucial tourists for our industry are less likely to visit the Willamette Valley because of the perception of safety. In addition, these tourists don't believe there is enough quality hospitality (dining, lodging, ect) or activities that interest them. This is a massive issue - some of the best restaurants are closing their doors. Oregon's top

restaurant recently announced its closure after only a few years. In discussions with other wineries, restaurants, breweries, and hotels - we are tired. It's becoming too expensive to conduct business; there is a lack of quality applicants who are reliable and accountable, and there is declining visitation. And each year, we are up for tax hikes.

We need a win. Oregon needs to work towards curbing overconsumption without inadvertently taking out family-owned businesses.

Please do not raise our taxes.

I appreciate your time.

Thank you,

--



Jessica Thomas
General Manager
Sweet Cheeks Winery
jessica@sweetcheekswinery.com
[redacted]

From: Brad Depuyt
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 12:33:27 PM

You don't often get email from bradley@fortgeorgebrewery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. **I oppose raising Oregon's beer taxes and you should too.**

Cheers,

--
Brad DePuyt
VP of Operations
[redacted]

From: Cindy Grossmann
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Wednesday, September 25, 2024 12:47:09 PM

> You don't often get email from cindy@fhcvineyards.com. Learn why this is important

Dear House Members,

I am Cindy Grossmann, owner of Faith Hope and Charity Vineyards and Winery with my husband Roger. We are a small boutique winery producing award winning wine in Central Oregon since 2011. We are struggling with the increase annually in minimum wage, the after effects of Covid, the negative publicly from the OHA on wine consumption, supply chain issues, and decrease in visitation and sales. We in no way can survive another tax increase on wine. Our industry is important to this state and we just can't have our government destroying what we have worked so hard to develop. Please vote no on this tax increase!

Sincerely,
Cindy and Roger Grossmann

--
Cindy Grossmann
Faith Hope and Charity Vineyards
Owner/Founder
[redacted]
Terrebonne. Oregon 97760
[redacted]
www.faithhopeandcharityevents.com

From: AMPonzi
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Wednesday, September 25, 2024 12:43:59 PM

You don't often get email from maria@amponzi.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wine industry contributes 50,000 jobs and $8 billion in economic activity for the state each year, making it one of the nation's top wine producing states. But since the pandemic people are drinking less, wine sales are down and negativity surrounding wine health looms.

Our largely small, family-owned wineries and growers are facing major challenges. Between the decline in overall sales and a decline in visits to tasting rooms, rising employee expenses, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. Taking on more taxes may very well put many of our small business owners out of operation.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium.

If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map and as a result has strengthened its economy, attracted additional industries and enhanced tourism.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Anna Maria Ponzi – Oregon Wine Pioneer

amponzi & company

Anna Maria Ponzi (she/her)

OREGON WINE INSIDER

Speaker. Event Curator. Author.
Creator of "The Four-Ounce Pour"

amponzi.com



From: Sara Bayer
To: OLCC.Communications * OLCC
Subject: Oppose HB 3610
Date: Wednesday, September 25, 2024 1:17:38 PM

You don't often get email from sarabbayer@gmail.com. Learn why this is important

Dear OLCC,

I am writing to oppose HB 3610, which proposes further taxation on beer and wine to fund alcohol addiction services. As the owner of a small winery in Southern Oregon, I can attest that the additional financial burden this bill would place on consumers would be devastating, not only to our business but also to our community.

Our winery has fewer than 100 wine club members remaining after the COVID-19 crisis. We constantly hear from customers that they love our products and want to support our family business, but are already struggling with economic hardship. In fact, the number one reason we lose members is that people simply can't afford it. They frequently tell us, "We love your wine, but we just have to cut costs right now." Adding more taxes to wine will only exacerbate the already tough economic environment for wineries and consumers.

While addiction services are undoubtedly important, they already receive significant funding and benefit from the support of many sectors. Transferring this responsibility to consumers via additional alcohol taxes feels like kicking people when they are down, especially in a time of economic uncertainty.

Instead of imposing higher taxes that harm small businesses and their patrons, the focus should be on broader economic relief measures that help Oregonians recover financially. Overburdening consumers will not solve Oregon’s addiction crisis but will instead hurt family-run businesses like mine and further strain people who are already stretched thin.

I urge you to oppose this bill and seek alternative solutions that don't place an undue burden on our struggling economy and small businesses.

Sincerely,

Sara Bayer
Bayer Family Estate
Southern Oregon

From: George Johnson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comment
Date: Wednesday, September 25, 2024 1:54:12 PM

You don't often get email from george@assemblybrewingco.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.
Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.
Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.
Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
George Johnson
Owner/Head Brewer/Pizza Chef
Assembly Brewing

From: Steve Hendricks
To: OLCC.Communications * OLCC
Cc: Sen Campos; Rep Pham H
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 2:16:10 PM

You don't often get email from steve@rubyvineyard.com. Learn why this is important

To the OLCC: As a winery owner I oppose the proposed increase in taxes on the wine we make and sell. Currently, we are creating 4 full time jobs and 3 to 5 part time jobs, but the business itself is just breaking even. We cannot afford any additional expense, especially in the current environment, which has significant "headwinds". Sales are down, visitation is down, and costs are up. If the legislature wants to keep the Oregon wine industry of mostly family businesses, this is not the right legislation at this time.

To Senator Campos: I am one of your constituents in Senate District 18 and supported your election. I respectfully request that you give me your position on proposed HB 3610.

To Representative Pham: I am one of your constituents in House District 36 and supported your election. I respectfully request that you give me your position on proposed HB 3610.

Thank you.

Steve Hendricks
Ruby Vineyard & Winery
[redacted]
Hillsboro, OR 97123
[redacted]

From: Christopher Lindemann
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 2:07:50 PM
Attachments: PastedGraphic-1.tiff

You don't often get email from chris@eveshamwood.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Our industry organization's message is below, but I wish to highlight the tension between increased costs and decreased consumer spending. Yes, beverage alcohol is a luxury for the consumer, but for those of us on the production and sales side of the equation it is a livelihood. As our consumers have tighter budgets and our costs of production continue to rise this tax seems ill-timed and ill-conceived. While many apprehend wine drinkers as unendingly elastic in their purchase capacity, this tax increase is likely to push many drinkers to lower cost and lower quality items from our southern neighbor. The Gallo family, and its ilk, does not need this subsidy.

Kind regards,

Chris

Christopher Lindemann

[redacted]

[redacted]

Portland, OR 97205

Christopher Lindemann
Advanced Sommelier, CMS
Education, Hospitality, & Sales
Evesham Wood & Haden Fig
Eola-Amity Hills
[redacted]
[redacted]

> Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.
>
> Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses

need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Christopher Lindemann
Advanced Sommelier, CMS
Education, Hospitality, & Sales
Evesham Wood & Haden Fig
Eola-Amity Hills
[redacted]

From: Michelle Kaufmann
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 2:04:00 PM
Attachments: image001.png
SWG HB 3610 Alcohol Tax Task Force Public Comment.pdf

You don't often get email from michelle@stollerwinegroup.com. Learn why this is important

Sent on behalf of Stoller Wine Group President, Gary Mortensen:

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is not just a top wine-producing state; it's one where the wine industry plays a significant role in our economy. With more than 1,100 wineries and 1,500 vineyards, we create 50,000 jobs, generate $2.4 billion in wages, attract 2.3 million tourist visits, and contribute $8 billion annually in economic activity. However, the pandemic has led to a substantial decline in wine sales, posing a severe threat to our economy.

Oregon is home to more than 1,100 wineries and 1,500 vineyards that create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making us a top wine producing state. But since the pandemic people are drinking less and wine sales are down substantially, threatening the livelihood of our industry.

Our small, family-owned wineries and growers, the backbone of our wine industry, are currently facing significant challenges. The declining sales and visitation to tasting rooms, coupled with rising employee expenses, natural disasters, supply chain issues, and increasing cost of goods, have put these local wine businesses in a precarious position. They need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

Due to recent investments, ample funding is available for addiction and recovery services. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. The Oregon Health Authority should also be called to account for its lack of accountability and transparency. OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as the state receives from wine and beer taxes per biennium. We need an agency focused on problem drinkers, not discouraging drinking among moderate drinkers.

Wine is a vital part of Oregon's economy and identity. Our wineries and growers need the support of Oregon lawmakers to continue making the world-class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,



Gary Mortensen
President
Stoller Wine Group

Michelle Kaufmann | *Vice President of Communications*
Stoller Wine Group
michelle@stollerwinegroup.com
O: [redacted]
Certified B Corp
She/Her/Hers

STOLLER
WINE GROUP
ESTABLISHED 1993

September 25, 2024

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is not just a top wine-producing state; it's one where the wine industry plays a significant role in our economy. With more than 1,100 wineries and 1,500 vineyards, we create 50,000 jobs, generate $2.4 billion in wages, attract 2.3 million tourist visits, and contribute $8 billion annually in economic activity. However, the pandemic has led to a substantial decline in wine sales, posing a severe threat to our economy.

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Wine is a vital part of Oregon's economy and identity. Our wineries and growers need the support of Oregon lawmakers to continue making the world-class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Gary Mortensen
President
Stoller Wine Group

phone: [redacted]
mailing: PO BOX 189, DAYTON, OR 97114

From: Matt Wiken
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments.
Date: Wednesday, September 25, 2024 2:06:04 PM

You don't often get email from mattwiken@hotmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on

already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers

Matt Wiken
[redacted]

From: Matthew Crabtree
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:18:40 PM

You don't often get email from crabtreementalhealth@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

-Matt

Matthew Crabtree MSN, PMHNP-BC
Crabtree Mental Health
[redacted]
crabtreementalhealth.com

From: Caminos Diferentes
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:17:23 PM

You don't often get email from caminosdiferentesor@gmail.com. Learn why this is important

Dear Task Force Members, We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment. As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years. We would encourage you to include the following recommendations as the basis for your final report to the legislature: 1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial. 2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption. 3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation. 4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers. 5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm. Thank you for your work on this task force.

Laura “Lore” Vences NCMA, CRM, CHW/PSS
Fundadora de “Caminos Diferentes grupo culturalmente específico de apoyo comunitario para Latinas con dificultades con el uso de substancias.
Founder “Caminos Diferentes” culturally specific community support group for Latinas dealing with substance abuse disorders

Helping one person may not change the world, but it can change the world for that person. Anonymous

Ayudar a una persona quizás no cambie al mundo, pero le puede cambiar el mundo a esa persona. - Anónimo

From: Marvin Seppala
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:15:37 PM

[You don't often get email from marvseppala@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear Task Force Members,

I am writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the public health concerns and provides a consistent approach to substance taxation. Although public health issues related to alcohol cost the state far more than those secondary to cannabis.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Marv Seppala

Sent from my iPhone

From: Eric Messersmith
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:12:42 PM

You don't often get email from messersmith.e@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

From: mboone97213@gmail.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:09:00 PM

[You don't often get email from mboone97213@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

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Thank you for your work on this task force.

Sent from my iPhone

From: Teri Morgan
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery Task Force on Alcohol Pricing and Addiction Services
Date: Wednesday, September 25, 2024 2:04:48 PM
Attachments: image001.png

You don't often get email from tmorgan@springfieldrecovery.com. Learn why this is important

Friends,

We'd like to ask for your help in an urgent way THIS WEEK. After meeting for most of the year, the House Bill 3610 Task Force On Alcohol Pricing and Addiction Services is meeting in Salem right now. Only after our prodding, they have agreed to take public testimony about the future of alcohol pricing in Oregon. We only have until Friday 5 pm to share our thoughts.

The Chair, State Rep. Tawna Sanchez, **shared details of what this new proposal** might look like. We need to encourage the members of the Task Force to support her vision. The **alcohol industry gives massive donations** in Oregon politics. You are our firewall against their spending. This is how we can win.

Will you take a minute and send an email to the membership telling them to support Oregonians in Recovery and not continue to only support big alcohol?

Use **this link** for an auto-populated email to send or copy and paste the text below. Please be sure to include "HB 3610 Comments: Supporting Oregonians in Recovery" in the subject line of your email for proper routing.

Please email, call or text with any questions you may have at all.

My best,

Jesse Cornett, MPA

Policy and Advocacy Director

Oregon Recovers

–

To: OLCC.Communications@olcc.oregon.gov

Subject: HB 3610 Comments: Supporting Oregonians in Recovery

Task Force On Alcohol Pricing and Addiction Services

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

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Thank you for your work on this task force.

Teri Morgan-Urie, CADC II
Program Director

Springfield Treatment Center (STC)
[redacted], **Springfield OR 97477**
[redacted]

Eugene Treatment Center (ETC)
[redacted], **Eugene OR 97401**
[redacted]

https://ortc.care/

From: Debra Bennett
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:03:16 PM

You don't often get email from debra.bennett2383@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

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Thank you for your work on this task force.

From: Heather Sidener
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 1:59:56 PM

You don't often get email from sidener@ohsu.edu. Learn why this is important

Dear Task Force Members,

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Thank you for your work on this task force.

Heather Sidener DVM, DACLAM
She/her/hers
Clinical Medicine Unit Head
ONPRC/OHSU
+ ASIST Trained Caregiver

[redacted]
Beaverton, OR 97006

From: Patty Koker
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 1:58:45 PM

You don't often get email from pdkinion@gmail.com. Learn why this is important

Dear Task Force Members, We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment. As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years. We would encourage you to include the following recommendations as the basis for your final report to the legislature: 1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial. 2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption. 3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation. 4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers. 5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm. Thank you for your work on this task force.

Patty Koker

From: Tanya Clark
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 1:55:27 PM

You don't often get email from duckygirl68@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. ***My son died in 2020 due to alcohol at the age of 23***. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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Thank you for your work on this task force.

Tanya Clark

Sent from my iPhone

From: Shawna Valadez
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 1:51:31 PM
Attachments: image001.png
image002.png
image003.png
image004.png
image005.png

You don't often get email from shawnav@adaptoregon.org. Learn why this is important

Dear Task Force Members,

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Thank you for your work on this task force.

Shawna Valadez, CADC I, QMHA-R
Addiction Counselor
Grants Pass Outpatient SUD
E: shawnav@adaptoregon.org
P: [redacted]

www.adaptoregon.org | [redacted] Grants Pass, OR 97526
"An Oregon leader in primary care, behavioral health care, and prevention."

TIC Committee
Trauma Informed Care

From: Max Seger
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 1:50:48 PM

You don't often get email from max.seger@4drecovery.org. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

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While I am lucky to have several close family members in recovery, there are far more that I have lost to addiction, fueled by easy access to alcohol and a lack of treatment services available.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

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Thank you for your work on this task force.

Max Seger
[redacted]

From: Caroline Cruz
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 1:46:48 PM

You don't often get email from caroline.cruz@wstribes.org. Learn why this is important

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Thank you for your work on this task force.

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From: Jeanne Moles
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 1:45:17 PM

You don't often get email from jmoles@lifeways.org. Learn why this is important

Dear Task Force Members,

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Thank you for your work on this task force.

Jeanne Marie Moles (She/Her) | CRM II / PSS | Ontario, Oregon

jmoles@lifeways.org | **Lifeways Inc.** | www.Lifeways.org

[redacted]

"Try to be a rainbow in someone's cloud." -Maya Angelou

Important: This letter and any attachments may contain confidential information subject to protection under the Federal Standards for Privacy of Individually Identifiable Health Information which prohibit you from making any further disclosures of this information (e-CFR formally known as 45 C.F.R. Parts 160 and 164 and 42 CFR, part 2). If you or your organization is a "Covered Entity" under the above mentioned regulations, you are obligated to treat such information in a manner consistent with these regulations. If this letter and its attachments were sent to you in error, you are prohibited from utilizing or disseminating this information. Please immediately destroy it from all locations where it might be stored and email complianceofficer@lifeways.org or call [redacted] advising that you have done so. We appreciate your cooperation.

From: Brad McLeroy
To: OLCC.Communications * OLCC
Subject: HB 3610 Commits
Date: Wednesday, September 25, 2024 1:53:02 PM

You don't often get email from wines@ayresvineyard.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Brad McLeroy

Owner / Winemaker
Ayres Vineyard & Winery
Ribbon Ridge AVA
[redacted]

From: Tyler Richwine
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Wednesday, September 25, 2024 2:20:09 PM

You don't often get email from info@richwinevineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

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I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Tyler Richwine

From: Silver Falls Brewery
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Wednesday, September 25, 2024 1:52:18 PM

You don't often get email from silverfallsbrewery@gmail.com. Learn why this is important

Dear HB 3610 task force and Oregon Law makers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

If taxes go up for all the breweries in Oregon, then the prices across all of the industry including restaurants, bars, tap houses, breweries, and anywhere alcohol is sold will go up. We cannot just absorb the rising taxes and be able to keep our doors open, we have to pass it on the retailer. So then sales of those products will go down because the consumer will not want to spend money on something so expensive. This will hurt the industry even more. Our margins are already very thin and adding more expense will only hurt us even more. Your support of our industry is not just a welcomed but crucial to our survival as a business and employer of thousands of employees.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers!
Andrew Fox

Silver Falls Brewery
Co-Founder
[redacted]
Silverton, Oregon
SilverFallsBrewery@gmail.com
[redacted]

From: Aaron Tackett
To: OLCC.Communications * OLCC
Subject: OLCC proposed "Excise Tax"
Date: Wednesday, September 25, 2024 1:48:15 PM

[You don't often get email from aaron@ocbeerco.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Just wanted to take a moment to express how many people this proposed tax would hurt. As an employee of a small business that manufactures craft beer, we would cease to exist. It would also leave a massive whole in our small town that love us and want to support what we do.

Aaron Tackett

From: Kenny Schmidt
To: OLCC.Communications * OLCC
Subject: Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 1:46:11 PM
Attachments: image001.png
image002.png
image003.png
image004.png
image005.png

You don't often get email from kschmidt@sponsorsinc.org. Learn why this is important

Friends,

We'd like to ask for your help in an urgent way THIS WEEK. After meeting for most of the year, the House Bill 3610 Task Force On Alcohol Pricing and Addiction Services is meeting in Salem right now. Only after our prodding, they have agreed to take public testimony about the future of alcohol pricing in Oregon. We only have until Friday 5 pm to share our thoughts.

The Chair, State Rep. Tawna Sanchez, **shared details of what this new proposal** might look like. We need to encourage the members of the Task Force to support her vision. The **alcohol industry gives massive donations** in Oregon politics. You are our firewall against their spending. This is how we can win.

Will you take a minute and send an email to the membership telling them to support Oregonians in Recovery and not continue to only support big alcohol?

Use **this link** for an auto-populated email to send or copy and paste the text below. Please be sure to include "HB 3610 Comments: Supporting Oregonians in Recovery" in the subject line of your email for proper routing.

Please email, call or text with any questions you may have at all.

My best,

Jesse Cornett, MPA
Policy and Advocacy Director
Oregon Recovers

–
To: OLCC.Communications@olcc.oregon.gov
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Task Force On Alcohol Pricing and Addiction Services

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with

excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, **the state reported Oregon related deaths have increased from six to eight a day** over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Kenneth Schmidt / Case Manager
(He/him/his) [why pronouns matter]
Sponsors, Inc. | **Reentry Services since 1973**
[redacted], Eugene, OR 97402
Main Office: [redacted]
Direct Line: [redacted]


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Celebrating 50 Years!
Donate Now!

From: Tanya Pritt
To: OLCC.Communications * OLCC
Subject: Unsecured: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:25:30 PM

You don't often get email from tanya@milestonesrecovery.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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Thank you for your work on this task force.

Tanya Pritt
[redacted]
Albany OR 97322

Sent from my Verizon, Samsung Galaxy smartphone

From: Travis Darney
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments and Suggestions URGENT!!!
Date: Wednesday, September 25, 2024 2:28:10 PM

You don't often get email from tdarney@sideabeer.com. Learn why this is important

HB 3610 Task Force and Oregon Lawmakers,

My name is Travis Darney. I represent a very small brewery in La Grande called Side A Brewing. The following (non-bold text) is a standardized message forwarded from the Oregon Brewers' Guild. For entertainment purposes, I will leave my notes in bold, and hopefully, my additions can help even more to sway the opinions of those with whom I've been asked to communicate. This (originally) is a very well written message (that I didn't write), and deserves as much respect as people in politics are capable of giving, which isn't much. Much Love.

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least 2.1%.

Yeah, I can't speak to those numbers specifically, but I trust the person who collected them. I can say as a consumer that A LOT of craft brewery closures have been happening nationwide, and the trend looks like it will continue for a while longer. There are more factors than just taxes, but taxes don't help, and certainly will hinder in this case.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

You read that part, right? That part's true.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium

.

Also, I read that Tina Kotek's WIFE'S ASSISTANT makes like 5 times more than I do. You are all

greedy fucks and I strongly dislike the current state of politics.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Or do you guys just need more expensive status symbols that your selfish, useless lives want to suck up for your own experiences? Government has gone far from protection and regulation. Now you're just self-filling your own dish with our money. Fuck off.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

That was a nice way of putting it. More like you should take money from other things that clearly aren't working (and likely weren't designed to), put them into your own bank accounts, buy a giant, gold-plated piece of paper that says "The Government Cares!", as well as a lubricant of your choice, and shove that allllllll the way up into your ass.
FUCK YOU.
REALLOCATE TAX DOLLARS WITHOUT BEING SELFISH YOU FUCKING PIRATES.

Warmest Regards,
Travis Darney

P.S. That might have been a bit much, but after reading and revising it three times, I'm going to keep it. It is out of hand on your end, it can at least be out of 'mouth' on mine. Again, Warmly, Fuck Off.

P.P.S. To all who have personally helped me through my problems using the OLCC OPTO system, absolutely none of this was directed at yourselves. The ones who need to hear this message hopefully will. Love my folks at the OLCC help desk.

P.P.P.S. This message was for tax-lowering (non-tax-raising), and entertainment purposes. I Love You.

--
Travis Darney
Brewer, Side A Brewing
[redacted] La Grande, OR 97850

From: Amber Gurubel
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 3:48:37 PM
Attachments: image001.png

You don't often get email from amber@stompbycroftvineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

We are a small business and already struggling as it is with no certainty if we will even be able to keep our business open into 2025!

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Amber Gurubel
Stomp by Croft Vineyards
[redacted]
http://www.croftvineyards.com/
[redacted] Salem, OR 97302

Tasting Room Hours:

Thursday 3-8pm
Friday 3-8pm
Saturday 12-8pm
Sunday 12-5pm

STOMP
by CROFT VINEYARDS

From: Rik Hall
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 3:46:13 PM
Attachments: Letter to Task Force.pdf

You don't often get email from rik@baerlicbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Local breweries like Baerlic are struggling with a handful of financial issues, including rising costs due to inflation, supply chain disruptions, and employees needing increased wages —all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family and living in Portland.

Baerlic is proud to employ 22 people and currently pay half of our employees health care and try to pay above average salaries. We consider ourselves a neighborhood gathering place and are constantly giving back in a myriad of ways to our community. To ensure the survival of our business and keep my staff employed, stability in the tax code is crucial. Imposing additional taxes at this juncture would only add to the difficulties we already face.

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. The brewing sector supports approximately 50,000 jobs, contributes $2.8 billion in wages, and generates $8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30%
reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production. We are looking at our worst revenue year in 10 years.

Here at Baerlic we think that it is crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and
prevention—more than 75% of other states. We've put over $1 billion into these efforts, including $470 million from the 2021 behavioral health package, $300 million from Measure 110, $600 million from the opioid lawsuit, and an additional $211 million in 2024 for various support services. Yet, OHA has lost track of $72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years. What did they do with this money? If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just

adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Baerlic Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's already suffering beer industry.

Richard K. Hall
Baerlic Brewing Company LLC

--
Richard K. Hall
CEO/Custodial Engineer
Baerlic Brewing Co.
[redacted]
Portland, OR. 97214
[redacted]

Dear HB 3610 Task Force and Oregon Lawmakers,

Local breweries like Baerlic are struggling with a handful of financial issues, including rising costs due to inflation, supply chain disruptions, and employees needing increased wages —all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family and living in Portland.

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Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Baerlic Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's already suffering beer industry.

Richard K. Hall
Baerlic Brewing Company LLC

From: PK McCoy
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 3:45:13 PM

You don't often get email from pkm@lumoswine.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

My husband and I own one of the smaller wineries here in Oregon. Less than 3000 cases produced per year. We make this wine on our own family farm/vineyard. Our tasting room is in a historical barn that used to be the dance hall for the H bar H Dude Ranch that operated here in the 40's and 50's. Even as small as we are we have managed to do this all without outside investment and currently employ 13 people. In 25 years we haven't broken even but do have something to hand over to our employees and the next generation of our family. We are a vital part of our community - taking care of a historical property, providing a venue for live music, a safe social gathering space and a venue for local non-profit fundraisers. We understand that there is a possibility of an increase in the wine privilege tax. This would be a serious hardship for small wineries and farmers like us.

As you undoubtedly already know, with the current economic conditions people are drinking less and wine sales are down. And this isn't the only challenge we face. Visitation to our tasting room is down this year. Our employee expenses have increased including health insurance premium increases. We were affected by the 2020 fires with approximately $230K in unrealized potential wine sales. And between the supply chain issues and increasing cost of goods we really need all the support we can get from our lawmakers.

According to the OWA - There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you for taking the time to consider our thoughts,

PK McCoy and Dai Crisp - owners Lumos Wine Co. - Philomath

PK McCoy
Lumos Wine Co.

LUMOS

WINE COMPANY

From: Lisa Allen
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 3:39:06 PM

You don't often get email from lisa@heaterallen.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

My name is Lisa Allen and I own and run Heater Allen Brewing with my partner, Kevin Davey. Heater Allen is a family owned brewery that was started by my father, Rick Allen, over 17 years ago. We are a relatively small brewery and will produce around 2000 bbls of beer this year.

I am in a unique spot in Oregon as Heater Allen is located in McMinnville, which is considered the hub of Oregon's largest wine region, so I come with a perspective of seeing issues within both the beer and wine industries. Inflation, supply chain issues, and a decrease in visitors have been difficult for both breweries and wineries during the last few years. Lawmakers continually want to exponentially raise taxes on these small businesses without looking at what they do for the state and their more local communities. We employ two employees full time and three part-time, with the plan to hire at least one additional full time employee in the next year. We offer competitive wages and as well as health benefits and PTO to any full time employees. We donate goods and funds to help local non-profit organizations and our newly reopened tap room (as of this June) is a community hang out and a spot that helps to drive tourism to our rural community.

The Oregon Health Authority has not shown that they are competent with the current funds they are receiving. They have a history of misusing and misplacing funds, including misplacing over $72 million for use in its substance use disorder program. The Oregonian reported in January of this year that the OHA wrote misleading reports about how an alcohol tax will decrease alcohol use when most peer reviewed data shows that this is not true–oh, and they tried to hide this data. I'm a little skeptical on giving more money to an entity that seems to mismanage the funds they already receive.

Representative Sanchez's proposal for a point of sale tax on alcohol will further burden a public already leaving Portland due to increasing taxes stemming from poor financial management. This targeted tax on alcohol will only add to the overall financial strain Oregonians are experiencing. If a sales tax is necessary, it should apply to all goods, not just alcohol.

Additionally, it's disheartening to see that Representative Sanchez seems to have formed the task force merely to appease lawmakers and the public, rather than genuinely considering the input from breweries, cideries, wineries, and distributors who participated in the meetings. For shame.

Thank you for your time,

--

Lisa Allen (she/her)
Owner/HBIC
Heater Allen Brewing/Gold Dot Beer
[redacted] McMinnville, Oregon 97128
[redacted] - brewery
[redacted] - cell

From: Karen Saul
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 3:03:58 PM

You don't often get email from karen@andantevineyard.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

We are one of Oregon's more than 1,100 wineries and 1,500 vineyards helping to create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

We are one of many small, family-owned Oregon wineries and growers who are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

We understand there is ample funding available for addiction and recovery services due to recent investments. We understand the Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map. We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Joseph Allan & Karen Saul, Owners of Andante Vineyard (Polk County)

From: Jeff Alworth
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 2:54:23 PM

You don't often get email from director@celebrateoregonbeer.com. Learn why this is important

To the Task Force on Alcohol Pricing and Addiction Services,

I am writing to voice my thoughts on this important issue. I am the Executive Director of Celebrate Oregon Beer, a newly-established 501 (c)(6) nonprofit devoted to raising the profile of Oregon's remarkable beer culture. I'm sure you've had many folks describe what the Oregon beer industry means to the state in terms of annual revenue, jobs, and businesses. I'd like to mention another dimension of its value to our state.

I have spent over a quarter century writing about beer in my books and articles, and have traveled around the world visiting the premier regions for beer culture. Years ago I realized that Oregon has no peer in the United States and only a few in the world--places like Germany, Czechia, and Belgium. Like those places, Oregon is home to not just many breweries (a disproportionate amount world-class ones), but barley and hop fields, malthouses, yeast labs, and research centers. All of the United States' hop germplasm is grown and protected, like a seed bank, at Oregon State University. The Pink Boots Society, an organization devoted to increasing the number of women in beer, was founded in Oregon. The examples go on and on; no place in the US has woven beer into local culture as much as Oregon.

As a writer, one of the things I routinely emphasize is that beer regions and beer styles emerge as a consequence of local conditions. That very much includes taxes and regulations. One example everyone knows is the German purity law (Reinheitsgebot), which was actually a tax law, and has been shaping beer in Germany and Bavaria for over 500 years. The centuries are stippled with examples of this effect, and history illustrates that when a country puts too onerous a burden on a beer industry, it withers.

No doubt alcohol is a potentially dangerous substance, and as a citizen of the state, I am concerned about fighting addiction. We have an interest in striking a balance, however, so that we can provide needed services without destroying an indelible part of our own culture. As you go forward and consider how to strike this balance, I hope you consider the many positive ways the beer industry affects not just the economy, but our way of life.

I would be happy to offer further insights as you go forward. Thanks for all your hard work on this very serious issue.

Jeff Alworth
Executive Director

Celebrate Oregon Beer
celebrateoregonbeer.com
[redacted]



From: Rob Miller
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 2:37:07 PM

You don't often get email from rob@runciblecider.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

Oregon has 60 cideries, more than any other state. Most of them draw their supply of premium apples from nearby orchards. Some, such as mine, grow their own specialty apples. Half of Oregon cideries are women-owned. Many of them are relatively new businesses that retain the exuberance of a start-up. That means they create new jobs and new markets for supply chain businesses.

The market for hard cider is robust and Oregon cideries compete well but cider is a beverage that tends to have a built in price ceiling. That means that any significant increase in taxes that Oregon cider makers have to pay will threaten the core economic viability of their businesses.

After the brutal Covid years and the other recent challenges to the State's vital hospitality sector, it is both unfair and unwise to further burden this industry with the proposed alcohol tax increase under consideration resulting from HB3610. While a significant new tax on alcoholic beverages may, at first glance, have some popular appeal, its impact on the cider sector will predictably be to close some cideries down. This will be fiscally counter productive and will have no benefit in discouraging problem drinking.

I urge the task force to consider this move carefully and to oppose the proposed taxes.

Thank you for your consideration.
Rob Miller
Vice President - Runcible Cider
Mosier, OR

From: Cliff Anderson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 2:32:33 PM

You don't often get email from cliff@andersonfamilyvineyard.com. Learn why this is important

Dear OLCC,

We understand that increases in beer & wine taxes are on the table.

I believe this issue is largely being considered in response to anti-alcohol pressure groups looking to fund public health initiatives.

We agree public health is important and should be funded. Just not on the backs of small family owned businesses providing healthy, natural products generally consumed in moderation.

Here's an article published recently in Harvard Health dealing with the lack of good research and even positing some beneficial outcomes from moderate consumption:

https://harvardpublichealth.org/policy-practice/is-alcohol-bad-for-you-or-is-alcohol-good-for-you-yes/

Punishing the voice of moderation in hopes of solving public health problems is like taxing farmers due to the nation's obesity epidemic.

If nothing else, taxing wine and beer more heavily will only drive those looking to get high to more immoderate products such as hard alcohol and drugs - the opposite effect of the desired outcome.

Here's hoping some sanity and common sense can prevail and allow our fine state to continue to attract tourists from all over the US in search of fine beer & wine.

Best,

Cliff Anderson
Anderson Family Vineyard
Dundee Hills, Oregon
[redacted]
www.andersonfamilyvineyard.com

From: Sara Koyano
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 3:38:38 PM

You don't often get email from skoyano@pdx.edu. Learn why this is important

Dear Task Force Members,

I am a Cow Creek Band of Umpqua citizen and live in the Roseburg area.

I am writing to you as a concerned citizen and mother. My 30-year-old son passed away on June 5, 2021, due to substance use disorder. My son struggled with alcohol use disorder for the majority of his adult life. He tried on multiple occasions to get help for his medical condition (substance use disorder) as well as to try to get life-saving Naltrexone medication to help curb his cravings. My son died while he was in recovery housing and actively in outpatient substance use disorder treatment. He had yet to get a prescription or access to Natlrexone. He was attending multiple recovery meetings per day and had even tried acupuncture in the days before his death. He did not want to die.

Yet, he died. He left behind a young son and many friends and family whose life will forever be negatively impacted by his death. My husband and I were the ones who went to his apartment and found him - we will never be the same. The death of a child is beyond words or explanation. It is a pain and anguish that I never wish upon another mom.

As you likely know, substance use disorder is a disease that impacts a person's brain by changing the structure and function of the brain mechanisms. This affects a person's ability to inhibit the impulse to seek alcohol, even when it causes negative impacts like liver disease or loss of employment. I encourage you to visit reputable sources like SAMSHA to learn more about the impacts of alcohol on families and communities and the disproportionate impact on Native communities. Alcohol does more damage than all of the other drugs combined. I urge you to remember that these are important, valuable people who are loved and whose lives matter.

I am writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment. My son's life is undoubtedly more important than profit margins or the interests of alcohol manufacturers and lobbies.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years. That data includes my child.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Sara Koyano

From: Diane Scottaline
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 3:35:13 PM

You don't often get email from dscottaline@arcbenton.org. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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Thank you for your work on this task force.

From: Brandi Fogle
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 3:28:51 PM

You don't often get email from brandijdf@gmail.com. Learn why this is important

Dear Task Force Members,

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As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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Thank you for your work on this task force.

From:	Milissa Marmon
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments: Supporting Oregonians in Recovery
Date:	Wednesday, September 25, 2024 3:11:48 PM

[You don't often get email from milissamarmon@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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Thank you for your work on this task force.

Milissa Marmon
CADC II, QMHA I

Sent from my iPhone

From: Bobbie Jeffers
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 3:11:00 PM

You don't often get email from bobbie.l.jeffers@gmail.com. Learn why this is important

Dear Task Force Members,

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As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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Thank you for your work on this task force.

From:	NatashaLei Nichols
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments: Supporting Oregonians in Recovery
Date:	Wednesday, September 25, 2024 3:07:57 PM

[You don't often get email from nnatashalei@icloud.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

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Thank you for your work on this task force.

Respectfully,
Natasha N.

From: Jessie Botts
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:57:18 PM

You don't often get email from jessiebotts89@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

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Thank you for your work on this task force.

From: Stacy Lange
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:55:52 PM

[You don't often get email from stacylange@comcast.net. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

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Thank you for your work on this task force.

Sent from my iPad

From: Brittany Grass
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:47:03 PM

You don't often get email from brittanygrass3@gmail.com. Learn why this is important

Dear Task Force Members, We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment. As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years. We would encourage you to include the following recommendations as the basis for your final report to the legislature: 1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial. 2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption. 3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation. 4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers. 5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm. Thank you for your work on this task force.

Miss Grass

From: Juliana James
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:45:39 PM

You don't often get email from jame6663@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

From: Mike Marshall
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:43:39 PM

You don't often get email from mike.marshall.pdx@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

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Thank you for your work on this task force.

From: Misty Mountain Brewing
To: OLCC.Communications * OLCC
Subject: No To Raising Beer Taxes
Date: Wednesday, September 25, 2024 2:45:00 PM

You don't often get email from mistymountainbrewing@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on

already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Mark, Matt and Hanna Camarillo

Misty Mountain Brewing
[redacted]
Brookings, OR 97415
[redacted]

From: Del Rio Vineyards
To: OLCC.Communications * OLCC
Subject: Public Comment period for HB 3610
Date: Wednesday, September 25, 2024 2:39:43 PM

You don't often get email from taste@delriovineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's vibrant hospitality industry, encompassing over 10,000 foodservice locations and 2,400 lodging establishments, provides nearly 180,000 jobs and generates over $14 billion in annual sales. This makes hospitality the second-largest economic driver in our state. Oregon's beer, wine, and cider industries are key partners in this success, promoting tourism and elevating our state's reputation.

However, this vital sector faces growing challenges. Inflation, supply chain disruptions, labor shortages, natural disasters, and the lasting impact of the pandemic have put Oregon's restaurants, brewpubs, and tasting rooms at risk. These businesses need support, not the burden of new taxes—they need a stable, predictable tax code to stay afloat.

Oregon's fentanyl crisis is deeply concerning, but the issue is not linked to alcohol, nor is it a result of insufficient funding for addiction and recovery programs. In fact, Oregon ranks among the top states in terms of funding for drug addiction prevention and recovery, even before the recent influx of resources: $470 million from the 2021 behavioral health package, $300 million from Measure 110, $600 million from the opioid settlement, and $211 million in 2024 for housing, mental health, and addiction services—totaling more than $1 billion in new funding. Despite these investments, the Oregon Health Authority (OHA) admitted to the task force that it cannot account for $72 million of the funds allocated for substance use disorder (SUD) programs between 2021 and 2023. This missing $72 million is double the state's biennial revenue from beer and wine taxes.

A report from ECONorthwest, commissioned by OHA, demonstrates that increasing alcohol taxes is not an effective method for addressing excessive drinking or substance abuse. If the legislature is serious about prioritizing SUD programs, it should look beyond the current 3% of alcohol revenues earmarked for this purpose. Fiscal responsibility and transparent use of funds are crucial, and an independent audit of OHA is essential before considering new taxes that would harm Oregon businesses.

Oregon's beer, wine, and cider industries are vital contributors to our economy and community. Raising taxes on these industries or introducing an alcohol sales tax would threaten their survival. I urge you to oppose any such measures and focus on supporting, not burdening, our local businesses.

Thank you,

Jolee & Rob Wallace
Del Rio Vineyards & Winery
Gold Hill, Or 97525

From: David Shavel
To: OLCC.Communications * OLCC
Subject: Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:33:44 PM

You don't often get email from gdodger22@gmail.com. Learn why this is important

Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Task Force On Alcohol Pricing and Addiction Services

Dear Task Force Members,

I am writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, **the state reported Oregon related deaths have increased from six to eight a day** over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

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5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale

consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Dave Shavel
Portland, OR

From: Stephanie Cummings
To: OLCC.Communications * OLCC
Subject: Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 2:29:46 PM
Attachments: Outlook-jmcbo51f

You don't often get email from stephaniec@bestcaretreatment.org. Learn why this is important

Task Force On Alcohol Pricing and Addiction Services

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, **the state reported Oregon related deaths have increased from six to eight a day** over the past four years.

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Thank you for your work on this task force.

Stephanie Cummings, BSW,QMHA-II,CADC-II,CGAC
Substance Abuse and Gambling Program Counselor
[redacted]
StephanieC@bestcaretreatment.org

The words "take care" with a heart in the middle



BestCare

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From: John Paul
To: OLCC.Communications * OLCC
Subject: Taxes on Oregon Wineries
Date: Wednesday, September 25, 2024 2:54:49 PM

You don't often get email from cameronwinery@gmail.com. Learn why this is important

Dear Sirs:
I have been a small winery here in Oregon for over 40 years now and when things have been very lean, as they sometimes are in this business, not being burdened with state taxes on my products has been a life saver. The small winery exemption was a brilliant example of Oregon state government trying to help out the young wine industry but it is no less important today as many many new businesses try their hand at this. Most wineries are barely hanging on at this moment with declining sales, increasing costs and attention to taking care of our employees. Please respect what we have done in the past and are doing now as a contribution to the total Oregon economic picture, and let us thrive.
Sincerely,
John Paul/Cameron Winery

From: Shaun Kalis
To: OLCC.Communications * OLCC
Subject: Brewery excise
Date: Wednesday, September 25, 2024 4:16:33 PM

[You don't often get email from shaun@rusebrewing.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Hello, please reconsider a raise of excise tax, covid was hard enough on our industry and businesses as a whole, a spike in excise could be completely detrimental to the Oregon beer industry(which is responsible for 1000s of jobs across the state). Please reconsider and Thanks so your time.

Thanks & Best,
Shaun Kalis
Ruse Brewing LLC
Crust Collective LLC

From: Trever Hawman
To: OLCC.Communications * OLCC
Subject: Bridge 99 Brewery
Date: Wednesday, September 25, 2024 4:28:59 PM

[You don't often get email from trev@bridge99brewery.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen

control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Bridge 99 Brewery

Sent from my iPhone

From: jason hanson
To: OLCC.Communications * OLCC
Subject: Comment on HB3610
Date: Wednesday, September 25, 2024 5:23:22 PM

You don't often get email from jazndc@gmail.com. Learn why this is important

Dear HB 3610 Task Force,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Sincerely,

Jason Hanson
Marion County resident

From: PourDecisions
To: OLCC.Communications * OLCC
Subject: Excise tax opposition
Date: Wednesday, September 25, 2024 3:54:04 PM

You don't often get email from pourdecisionspdx@gmail.com. Learn why this is important

Food afternoon, this email is to express opposition for a possible upcoming excise tax for alcoholic beverages in the state of Oregon. As a new small business owner in Portland this would devastate our business, as our margins are barely enough to pay the bills and keep the doors open as it is. Please consider the wide ranging effects this would have on small businesses, and the beverage industry in general. Cheers, -Doug Henshaw, owner, NWIPA LLC DBA POUR DECISIONS PDX.

From: Scott Pillsbury
To: OLCC.Communications * OLCC
Cc: info@leikambrewing.com
Subject: HB 3610 Comments - Rose City Label
Date: Wednesday, September 25, 2024 4:54:50 PM

You don't often get email from scottp@rclabel.com. Learn why this is important

To whom it may concern –

I am the co-owner of a 97-year old family printing business in Southeast Portland. Much of our success the past dozen years has been in serving the Oregon beverage community.

High end, locally produced beer, wine, spirits and food are key customers to our business. Since 2010 we have ridden the wave of craft beer and our business has doubled in that time. Together with other suppliers, Rose City Label has paid above-average wages, taught out employees very important skills, and provided stable careers for many hard working people. The craft beer industry has been CRITICAL to our success.

PLEASE don't cripple one of the few bright spots in our Oregon economy!!

I was born in Eugene and attended Benson High School in NE Portland. After attending the USAF Academy in Colorado Springs, and serving in our Air Force, I returned to the family business in 1994. For 30 years I have been a passionate advocate for local family businesses that are the backbone of our economy. I love Portland and all that we represent, but the past 4 years have been rough. Portland and the entire state need a BOOST from our government, not a kick in the face while they are already down.

These are not just my opinions, but FACTS that show a need for support, not punishment:

- Since last year draft beer sales are down nearly 30%, Oregon's hop harvest is down 18% and craft beer sales as a whole are down more than 2%
- Revenue and taxation of (beer $8.7 billion, wine $7.19 billion, cider $300 million, spirits $2 billion) is the third largest source of revenue for the state. Yet only 3% of that revenue goes toward funding mental health and drug addiction recovery and treatment.
- Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers.

PLEASE HELP – we certainly need help for mental health treatment, but please don't put that burden on the backs of the brewing industry. There is an entire industry and web of suppliers supporting the supply chain of craft beer. You won't just be punishing the brewers, but all their suppliers as well.

THANK YOU for your consideration. If you need additional information, feel free to contact me directly.

Thank you,

Scott Pillsbury
Rose City Label
O [redacted]
C [redacted]

From: Lara
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Wednesday, September 25, 2024 4:24:09 PM

[You don't often get email from larahargrave@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Do not pass this bill. As someone in the industry who is already struggling with thin margins, inflations and over all market change this would be devastating. I expect my coworkers, friends, peers etc to virtue signal me, NOT MY GOVERNMENT. THIS IS A VIRTUE SIGNAL TAX. I left Texas because of supposed government moral high ground. We dont't need that here.

The failure of the OHA is bleeding into my pint glass because why? You need more money? You've already taxed this city into submission and now you want another tax because of addiction? This is the same government that passed out tents and foils in the midst of the fentanyl crisis? We need more incentives and tax breaks in this struggling economy NOT MORE GOVERNMENT and restrictions. Everyday small businesses are closing and breweries are shuttering at an alarming pace. Do we think this would help the small minority beat addiction? Addiction is a disease not a tax revenue. Because the OHA isn't doing their job correctly they want to punish the consumer and businesses of this city. No. Enough is enough.
Lara

Sent from my iPhone

From: Jennifer Warner
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 5:20:28 PM

You don't often get email from jennifer.mcdonald3@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wine industry, comprising more than 1,100 wineries and 1,500 vineyards, is a cornerstone of our state's economy. It generates 50,000 jobs, $2.4 billion in wages, welcomes 2.3 million tourists annually, and drives $8 billion in overall economic activity. This makes Oregon a leading wine-producing state. However, since the pandemic, wine sales have declined as consumer habits have shifted.

Our largely small, family-owned wineries and vineyards are facing significant headwinds. Decreasing sales and visitation, rising labor costs, natural disasters, supply chain disruptions, and escalating production expenses have made it increasingly difficult for local wine businesses to stay afloat. Now more than ever, these businesses need support from lawmakers to remain viable, which includes providing stability in our tax policies, not imposing additional burdens.

There is already substantial funding available for addiction and recovery services due to recent investments. The Oregon Health Authority has reported that $72 million, or over 7% of its spending on substance use disorder (SUD) programs for 2021-2023, cannot be accounted for. This unspent amount is more than double the total revenue the state collects from wine and beer taxes over a biennium. Before considering tax hikes on struggling Oregon businesses, the legislature should prioritize using existing alcohol revenues to address substance use issues. Furthermore, public health efforts should focus on addressing problem drinking, rather than penalizing moderate consumers.

The wine industry is vital to Oregon's economy and cultural identity. We urge you to support Oregon wineries and vineyards by ensuring policies that enable them to thrive and continue producing the world-class wines that have made Oregon a renowned wine region.

Sincerely,

Jennifer Warner

Owner - Dagger Daisy Wines

From: Ruth Garvin
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 5:15:31 PM
Attachments: HB LETTER RE TAX INCREASE.pdf

> You don't often get email from ruth@cliffcreek.com. Learn why this is important

To those it may concern,
Please read the attached letter from me, opposing HB 3610.
Thank you,
Ruth

From our vineyard to your table...enjoy!!!

Ruth Garvin
Owner
Cliff Creek Cellars
ruth@cliffcreek.com
[redacted] *Cell*

www.cliffcreek.com



Vineyard
[redacted].
Gold Hill, OR 97525
[redacted]

Newberg Tasting Room
[redacted]
Newberg, OR 97132
[redacted]

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Cliff Creek
CELLARS

[redacted] Gold Hill, OR 97525

Dear HB 3610 Task Force and Oregon Lawmakers,

As both a grape grower and winery owner in Oregon, our family at Cliff Creek Cellars is proud to contribute to an industry that plays such a vital role in the state's economy and identity. Oregon's 1,100+ wineries and 1,500 vineyards, including ours, help create 50,000 jobs, generate $8 billion in economic activity, and attract millions of tourists each year. Winemaking for us is not just a business—it's a way of life deeply connected to the land we cultivate and the community we serve.

Just this year, our vineyard was hit by a devastating frost during the first week of May. Despite having frost protection in place, the exceptionally low temperatures were beyond what we could defend against. We try to plan for these natural occurrences, but more taxes will only take away from our ability to recover from such devastating blows. Farming is already hard, and additional taxes on small farms will not encourage our industry to grow, nor will they create jobs and opportunities for the people of Oregon.

Since the pandemic, we've seen a decline in wine sales and fewer visitors to our tasting rooms. On top of this, we're managing rising employee expenses, supply chain disruptions, natural disasters, and the ever-growing cost of goods. What we need now more than ever is stability and support from lawmakers—not additional taxes that would make survival even harder.

There is already substantial funding available for addiction and recovery services. In fact, the Oregon Health Authority has reported that $72 million from the 2021-2023 period remains unaccounted for—more than double what the state receives from wine and beer taxes. Rather than burdening small businesses with additional taxes, we believe the legislature should prioritize fully utilizing the existing funds. Additionally, we need a public health approach that focuses on addressing problem drinkers, not penalizing moderate, responsible wine consumers.

Wine is a cornerstone of Oregon's economy, culture, and identity. As grape growers and winemakers, we are asking for your support in preserving the future of Oregon's wine industry. Together, we can ensure that our state continues to produce the world-class wines that have made Oregon renowned.

We strongly oppose raising Oregon's wine privilege tax and encourage lawmakers to stand with us in protecting this essential part of Oregon's heritage.

Warmly,

Ruth Garvin

Ruth Garvin and the Garvin Family
Cliff Creek Cellars

From: Robert Pouder
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 5:08:40 PM

[You don't often get email from rpouder@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Have y’all considered just taxing Phil Knight a reasonable amount instead

From: Kelley Styring
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 4:49:09 PM

You don't often get email from kelley@styring.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

Thank you for your consideration,

Kelley

Kelley Styring
Styring Vineyards
www.styring.com

Book a Tasting Visit!
https://www.opentable.com/r/styring-vineyards-and-winery-newberg

From: Jessica Mozeico
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 4:43:33 PM

You don't often get email from jessica@etfillewines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

It has come to my attention that there is a public comment period before determining possible tax increases to Oregon wineries. I am writing to voice strong opposition to an increase at this time.

I have owned and run my small, family owned winery for 21 years. There has never been a more challenging time in the wine business than now. We have experienced a 40% decline in visitation and sales over the past two years due to several factors, not the least of which is the persistent problematic identity of Portland in the eyes of out of state visitors. At the same time, massive consolidation in the distribution (business to business) channel means that three of my nine distributors have gone out of business in the past year, such that sales to those markets are gone. On the expense side, my total costs have increased 30% over the past two years. I am struggling with cash flow more than at any other time in our 21 year history. This is simply not the time to increase taxation on Oregon's wineries that employ 50K individuals and $8B in economic activity.

My understanding is that there is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers such as their recent advertisement about the danger of buying a bottle of wine.

Wine is a vital part of Oregon's economy and identity, but we are at a cross roads and need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

-- Jessica
_____
Jessica Mozeico
Et Fille Wines
www.etfillewines.com
@etfillewines

From: Rudy Kellner
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 4:38:06 PM

You don't often get email from rudy@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on

already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thanks,

Rudy Kellner
CEO
pFriem Family Brewers

From: Grady Nelson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 4:35:29 PM

You don't often get email from grady@terminalgravitybrewing.com. Learn why this is important

HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.
Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.
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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thank you,

Grady Nelson
Marketing Manager
Terminal Gravity Brewing

[redacted]
grady@terminalgravitybrewing.com
www.terminalgravitybrewing.com
[redacted] Enterprise, OR 97828

From: jessica broadley
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 4:30:10 PM

You don't often get email from jessicabroadley@gmail.com. Learn why this is important

As a small, family-owned winery established in 1986, we are deeply concerned about the proposed wine tax increase. The wine market has struggled significantly over the past four years, both nationally and in Oregon. In 2020, devastating fires and smoke damage affected the vintage, while pandemic-related closures severely impacted sales channels, including many of our key outlets. As we work to recover, an additional tax could be crippling, not just for us but for countless small wineries across the state. We urge you to reconsider this proposal, as it could threaten the survival of family-owned businesses like ours.
Sincerely,
Jessica Broadley

--
Jessica Broadley
Operations
Broadley Vineyards
www.broadleyvineyards.com
Monroe, OR
[redacted]

From: Erin Moore
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 4:25:04 PM
Attachments: OLCC Public Comment Submission HB 3610.pdf

[You don't often get email from erin@fortgeorgebrewery.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

OLCC Taskforce on Alcohol Pricing,

Please see the attached letter for my comments on HB 3610.

Thank you,

--
~Erin Moore
Business Manager/Corporate Secretary
Fort George Brewery & Public House
[redacted]
Astoria, OR 97103
[redacted] (cell)

FORT GEORGE
ASTORIA, OREGON

Erin Moore
Business Manager/Corporate Secretary
erin@fortgeorgebrewery.com
c. [redacted] / pub. [redacted]

September 25th, 2024

c/o HB 3610 Task Force and Oregon Lawmakers,
Oregon Liquor & Cannabis Commission
RE: OHB 3610

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely

Erin Moore

Erin Moore

From:	David Burkhart
To:	OLCC,Communications * OLCC
Cc:	KNEELAND Kailean * OLCC
Subject:	HB 3610 Comments
Date:	Wednesday, September 25, 2024 4:24:43 PM
Attachments:	HB 3610 Public Comment 9,25,2024.pdf

You don't often get email from david@fortgeorgebrewery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely,

David Burkhart
Financial Controller
C. [redacted]
PUB. [redacted]

ASTORIA OREGON 97103

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FORT GEORGE
ASTORIA, OREGON

David Burkhart
Financial Controller
david@fortgeorgebrewery.com
c. [redacted] / pub. [redacted]

September 25th, 2024

c/o HB 3610 Task Force and Oregon Lawmakers,
Oregon Liquor & Cannabis Commission
RE: OHB 3610

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely

David Burkhart

From: Carrie Wynkoop
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 4:24:25 PM

You don't often get email from carrie@avp.wine. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

Please vote no on increasing taxes on Oregon's small wineries.

Sincerely,
Carrie Wynkoop

--

Carrie Wynkoop
CEO
AVP Wine Collective
www.avpwinecollective.com
[redacted]

From: Niki Diamond
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 4:21:12 PM

You don't often get email from niki@awaydaysbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive.

I am a small business owner who has already had to close one business and community hub in SE Portland. We invest our lives in our businesses - time, emotions, and dollars - and strive to create the best possible experiences for our guests and our employees. Local, regular guests are at the heart of our operation, but we also attract a lot of tourists and beer enthusiasts who choose to visit Portland for our thriving craft beer scene.

This tax would put even more of our local breweries in danger and would discourage new potential brewery owners from following their dreams and creating the next generation of Portland beer gems.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support

of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Niki

--
Niki Diamond
Owner / manager
Away Days Brewing Co
[redacted]

From: ximena@atticuswine.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 4:10:48 PM

You don't often get email from ximena@atticuswine.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Ximena

Ximena Orrego
Atticus Wine
Instagram: @atticuswine
Facebook: @Atticus.Wine
Cel. [redacted]

From: Stephen Reustle
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 3:56:59 PM

You don't often get email from stephenmreustle@reustlevineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

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I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Stephen M.Reustle
Owner Winemaker

From: Athena Goldberg
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 5:24:46 PM

You don't often get email from goldberg.athena@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Athena Goldberg, LCSW

From: Lisa Smith
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 4:58:24 PM

You don't often get email from notmonalisa@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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Thank you for your work on this task force.

From: Megan Renee Smith
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 4:40:50 PM

You don't often get email from megan.renee.smith0829@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

From: SARA CLEMENT
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 3:49:54 PM

You don't often get email from saraadamandrew@hotmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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Thank you for your work on this task force.

Sara Clement

From: Andreas Wetzel
To: OLCC.Communications * OLCC
Subject: Wine tax increase
Date: Wednesday, September 25, 2024 4:37:38 PM

[You don't often get email from andreasw@wetzelestate.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

To whom it may concern:

As a small, family-owned winery established in 1990, we are deeply concerned about the proposed wine tax increase. The wine market has struggled significantly over the past four years, both nationally and in Oregon. In 2020, devastating fires and smoke damage affected the vintage, while pandemic-related closures severely impacted sales channels, including many of our key outlets. As we work to recover, an additional tax could be crippling, not just for us but for countless small wineries across the state. We urge you to reconsider this proposal, as it could threaten the survival of family-owned businesses like ours.

Thank you for taking this into consideration.

Andreas Wetzel
Wetzel Estate Winery
Dallas, Oregon

From: dan@utopiawine.com
To: OLCC.Communications * OLCC
Subject: Comment on HB 3610
Date: Wednesday, September 25, 2024 6:35:07 PM

You don't often get email from dan@utopiawine.com. Learn why this is important

To whom it may concern:

I say no to any new wine tax, the state takes in hundreds of millions of dollars in taxes each year from small businesses. We are struggling to keep the lights on while working seven days a week to try and stay in business. A small winery employs dozens of workers and supports the local economy and communities with its taxes and generous philanthropy. The hospitality business has still not recovered from the pandemic and wineries like other small businesses are struggling to survive. The increase if approved will put many small wineries out of business.

Sincerely,
Daniel Warnshuis

From: Morgan Clark
To: OLCC.Communications * OLCC
Subject: Dear HB 3610 Task Force
Date: Wednesday, September 25, 2024 6:28:28 PM

You don't often get email from morgan_clark0907@yahoo.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Morgan Clark
Brewer at Wayfinder

From:	Eric Steen
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Wednesday, September 25, 2024 8:51:09 PM

[You don't often get email from eric@weareforestgreen.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Hello,
Thank you so much for the opportunity to provide feedback on HB3610. I work in Oregon's grand beer industry as a marketing and communications contractor. I work with a number of breweries on a regular basis and I also independently organize beer events that are connected to to conservation efforts around the state - including "Cheers to the Land" a campaign in conjunction with the Oregon Agricultural Trust that supports work to permanently protect Oregon's rich farm and ranch land.

Oregon beer is world renowned, and many people travel to Oregon just to try the beer. Oregon beer is a fuel for tourism. Our breweries have some of the most awarded and most talked-about beer across the globe. This is thanks to early laws that made operating a brewpub possible. It's also due to the fact that our region grows some of the best hops in the world (hood are one of beer's four ingredients). Goschie farms near Silverton, for example is a 4th generation hop farm that's been in operation for 139 years, and they're also leaders in sustainable and environmentally responsible farming practices.

From my perspective as a marketing expert in beer and conservation, Oregon craft breweries already have slim margins and are up against international corporate breweries that have consolidated and can keep their beer pricing low. A tax could easily cripple brewers across the state and bring an end to beer tourism. The domino effect is that our treasured hop and barley farmers would lose significant local buyers who help create an artisanal market unlike any across the country. Between 2017-2022 Oregon already lost 5.5% of its farms and 4% of its farmland. A tax would put additional farmland at risk. I ask that the task force not apply any additional tax or costs to our breweries. I'm happy to provide additional insight into the marketing side of the industry and I appreciate you taking the time to read this.

Eric Steen
weareforestgreen.com

From: info@threemugsbrewing.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 8:49:25 PM

You don't often get email from info@threemugsbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I live in Aloha and am an owner of a brewery in Hillsboro, Oregon, and a pub in Beaverton. The brewery has been open for over 11 years. We just recently opened our pub this last June. The pandemic almost killed our brewery. We had to lay off all our employees and the other two owners and I took no salaries for several months. We were only able to survive because of can sales and growler fills.

Since the pandemic, the price of malt, hops, & yeast have all increased significantly, as have energy costs and rent. That, in addition to a downturn in sales after the pandemic, have really put us in a bind. People got used to staying in during the pandemic, and, with the additional angst about their personal finances (we are feeling the threat of layoffs at Intel and the recent layoffs at Nike), we're just not getting people in the door like we used to. We're surviving by coming up with creative ways to get people to come out, like unique events and promotions.

That said, the addition of any taxes on our products would be a death blow to us. We've had to raise our prices in light of increasing costs, but the beer-drinking public will only tolerate so much. Increasing alcohol taxes will just play into the hands of the macro brewers and force us small breweries out of business for good.

The Oregon Brewers Guild provides some statistics on the importance of Oregon's small breweries. Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms just in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's small breweries are facing major challenges. Between inflation, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to

the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

We love beer and are proud of our contribution to Oregon's beer culture. Beer is a vital part of Oregon's economy and identity, and we need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sláinte!

Jay Jennings
Owner/Brewer
Three Mugs Brewing Company
Hillsboro, Oregon
Cell: [redacted]
Brewery/Taproom: [redacted]

From: Mark Moisan
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 8:29:49 PM

You don't often get email from markmoisan@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Healthcare accounts for nearly 18% of our national economy and continues to grow, seemingly unchecked. HB 3610 is ground zero for how it is not being kept in check.

The state as whole has nowhere near the supply of substance abuse professionals to meet existing service demands, much less add any new service demands. Yet the OHA behemoth persists.

The OUTCOMES for existing substance abuse programs are uneven and poorly monitored. Yet the OHA behemoth persists.

The overall concept of this idea is financially cancerous - akin to a tumor, left unchecked, strangling all the organs around it.

No doubt, truck drivers suffer high rates of unmanaged depression - so let's create a new tax on truck sales to pay for this! Even if we don't have great outcomes data. Because, why not?

And, of course, it's well-known that poor natural lighting in schools causes myopia - so let's tax all the schools to pay for eyeglasses for our children!

HB 3610 is generally a bad idea. But more than that, it's hard to imagine that this is the next best use of tax dollars. Please move on, folks.

Mark Moisan
Retired Healthcare Administrator
Dundee, OR

From: Tom Armstrong
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 7:32:08 PM

[You don't often get email from tdarmstrong@yahoo.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

First, a three day comment period? What's up with that? Sends the wrong signal that you are trying to jam this through without broad community input.

I am an Oregon craft beer drinker since 1993. The beer culture - the brewpubs, the festivals, the shared experiences are an important part of what makes Oregon, Oregon.

I understand the need to raise alcohol taxes, but please no extreme measures that will do massive damage to Oregon breweries. Moderation.

Thank you for your consideration.
Tom Armstrong
[redacted]
Portland, OR 97215

From: William Holloran
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 7:31:16 PM

You don't often get email from bill@holloranvineyardwines.com. Learn why this is important

Task force:

I am writing in strong & vehement opposition to any tax increases on wineries, especially smaller wineries.

Many Oregon wineries operate at break even or losses, working in hopes of one day being profitable. Many of us work other jobs to even keep the doors open.

The events of the last few years have put even greater pressure on the industry. Just observe in Oregon the thousands of tons of Pinot Noir fruit for sale, that is unsold this year, meaning it will rot on the vine.

Winery visitation is down, for most wineries sales are down, significantly for many. To add new taxes on top of this will only further insure many of us can no longer survive. This means a loss of jobs, reduced economic activity in Oregon, and ultimately lower tax revenues overall for Oregon.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

This would be on top of the new AG overtime laws now being phased in, which make our cost of production even higher than it already is, making it very difficult to compete especially with wine produced in other areas with lower labor costs.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you for your support in burying this bad idea.

Bill

William T Holloran, Jr.
Holloran Vineyard Wines
www.HolloranWines.com

From: Jay Ramineni
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 7:13:51 PM

You don't often get email from jay@sima.llc. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I live out of state and invested more than $1MM USD to grow grapes and make wine.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

This additional tax discourages people investing in the State of Oregon. I was hoping to move to Oregon in the next few years. These tax measures discourage me from moving to the state.

Jay Ramineni

From: Page Knudsen Cowles
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 6:28:45 PM
Attachments: image.png

You don't often get email from page@knudsenvineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

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I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,



PAGE KNUDSEN COWLES (she/her)
Managing Partner | Knudsen Vineyards | WSET III
PO Box 280 | [redacted] | Dundee, OR 97115
[redacted] (main) | [redacted] (direct) | [redacted] (cell)
Website | Facebook | LinkedIn | Instagram | #knudsenvineyards

From: Artist Block
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 6:07:15 PM

[You don't often get email from anna@artistblockwine.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

We are a small winery trying to make it work it Oregon. Please consider the impact raising the taxes will have. So many of us are already struggling to survive.

Anna Sweet, CEO
artistblockwine.com
“Wine In Color”
Dundee Hills, OR

From: Nick Scandurro
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 5:56:10 PM

You don't often get email from inviscidbrewing@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

My name is Nick, and I am reaching out from Sasquatch Brewing Company. I strongly oppose any increase in Oregon beer taxes, as our business is already struggling to stay afloat during these challenging times. We are a local brewpub, serving and supporting the tax-paying residents of our community. Raising taxes would almost certainly force us to close, extinguishing the last active (non-chain) brewpub in Hillsdale. If the OLCC values the Sasquatch as a symbol for the CAMP system, I would hope they also stand behind Sasquatch Brewing Company.

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too. Be a "believer" with us and vote against the raising of our taxes to help us stay afloat!

Cheers,
Nick Scandurro
Owner, Sasquatch Brewing Company

From: Andrew Champion
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 5:48:56 PM

You don't often get email from awchampion@gmail.com. Learn why this is important

I am a beer consumer and live within easy walking distance of four Portland-area breweries.

One of those breweries is Widmer Brothers. Widmer creates union jobs in my neighborhood. It is not just large enough for the smell of brewing to waft into my windows when the wind is right, it is large enough to distribute its beer nationwide.

Halfway across the country, the beer brewed in my back yard sells for a lower everyday price at neighborhood liquor stores than I can find on sale at large local retailers like Fred Meyer, Safeway, or Plaid Pantry. Their cost of living may surely be different, but that is really the point: higher Oregon taxes will only exacerbate this difference.

Beer is a middle class drink. Brewing is one of Oregon’s defining industries. I am strongly opposed to higher taxes harming any of them.

From: Bryan Freed
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Wednesday, September 25, 2024 5:38:31 PM

You don't often get email from befreedwinefarm@aol.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers, Bryan Freed

From: Avara Roberts
To: OLCC.Communications * OLCC
Subject: HB 3610 COMMENTS
Date: Wednesday, September 25, 2024 8:32:06 PM

You don't often get email from avara@porterbrewingco.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Avara Roberts
Porter Brewing Co. LLC
Bend, OR

From: Heather Anderson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 9:04:24 PM

You don't often get email from heatherk315@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

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3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Heather Anderson

From: Eloise Hoatlin
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 8:49:15 PM

[You don't often get email from ehoatlin@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

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Thank you for your work on this task force.

From: Lonnie Martinez
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 8:16:11 PM

You don't often get email from leftcoastlon@gmail.com. Learn why this is important

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From: Candice Altman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 7:51:32 PM

You don't often get email from candice.m.altman@gmail.com. Learn why this is important

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Best Regards,

Candice M. Altman
Pronouns she/her

From: Naeta Red
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 6:23:58 PM

You don't often get email from rednaeta@gmail.com. Learn why this is important

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Thank you for your work on this task force.

From: Desiree Rudder
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 5:34:46 PM

You don't often get email from desiree.rudder@gmail.com. Learn why this is important

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that revenue is invested in both educating the public and preventing alcohol-related harm. Thank you for your work on this task force.

From: Jason B
To: OLCC.Communications * OLCC
Subject: HB 3610 Task Force
Date: Wednesday, September 25, 2024 7:08:35 PM

You don't often get email from jasonthebeaver@gmail.com. Learn why this is important

To HB 3610 Task Force and Oregon Lawmakers,

I strongly oppose any tax increase on Oregon beer, specifically a tax that may target Oregon breweries.
The profit margins these small businesses face are already so tight in their competitive environment that many small Oregon breweries (and subsequent taphouses) are going out of business. Taxing them more will only do more harm without an offsetting benefit to the citizens of our great state.
By increasing the financial pressure on small Oregon breweries, it will only drive the breweries that are making the best beer, and providing the best beer-industry jobs out of business first. Only the breweries that cut corners, pay minimal wages, and use the cheapest imported products to make the lowest quality beer will survive. Beer is a statewide Oregon culture. Our love for great locally made beer is something we all created here. Now, we're known internationally for this culture of great beer. But by driving the best breweries out of business we risk losing that critical aspect of our identity. Do we want to become a state that only exports our hops, grains and yeast to other states? Or do we want to keep and use our homegrown products here to create a more valuable commodity that helps all of us in the form of jobs, local pride, and a positive tourism financial impact?

Thank you for listening.

Jason Barker, Hillsboro, Oregon

From: Marr Computer
To: OLCC.Communications * OLCC
Subject: HB3610 comments
Date: Wednesday, September 25, 2024 7:35:56 PM

You don't often get email from mdbmarr@live.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

As a starting out wholesaler and winery, we can afford these extra fees in addition to the other already expensive startup costs. Please reconsider for all the above mentioned reasons.

Rob Marr
Marr Estates, LLC

From: Scott Peterson
To: OLCC.Communications * OLCC
Subject: HB3610 Comments
Date: Wednesday, September 25, 2024 7:43:30 PM

You don't often get email from speterson@vonebertbrewing.com. Learn why this is important

OLCC and Oregon state lawmakers,

I am writing you in opposition to the proposed tax to be levied on alcohol and beverage manufacture. As you are aware, craft brewing in the US has provided a manufacturing renaissance in an era when the country was largely shedding good manufacturing jobs for cheaper offshore alternatives. Makers of beer, wine and spirits have managed to provide millions of new jobs in stark contrast with the rest of the manufacturing sector, and to capture the imagination of several generations of American consumers.

Oregon has been one of the epicenters of craft beer in the United States. Over the last four decades, craft beer has become one of the hallmarks of culture in this state. Look beyond the economic impact numbers for merely the industry: every week, the industry generates regional commerce and international beer tourism as well. Generational agricultural dynasties have grown up alongside the brewing industry. Right now is one of our busiest times of year. As hops are ripening and being harvested in the Willamette and Yakima Valleys, brewers from all over the nation and world are traveling through Portland to evaluate and secure their preferred lots for brewing in 2025.

Presently we are also facing some of the stiffest industry headwinds in decades. We are being squeezed out from all sides as supply chain constraints make ingredients and inputs more expensive, rising labor costs can't even keep up with inflation, and a generational shift in drinking habits is underway. Breweries are already closing their doors left and right.

An additional tax, now of all times, would not only be ill-informed — it would be reckless. Would you really drive that nail into the coffin of an industry that has been such an important part of Oregon's past and present? That has been built and nourished by so many hardworking Oregonians?

Scott D Peterson
Brewer
Lead, Quality + Maintenance + Compliance
Von Ebert Brewing

From: Rick Strauss
To: OLCC.Communications * OLCC
Subject: No excise increase!
Date: Wednesday, September 25, 2024 5:44:14 PM

You don't often get email from rick@bentshovelbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.
Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Rick Strauss
Owner/Brewer - Bent Shovel Brewing Oregon City, OR
[redacted]

From: Brian McGill
To: OLCC.Communications * OLCC
Subject: Proposed taxes
Date: Wednesday, September 25, 2024 6:20:06 PM

You don't often get email from brian@coldfirebrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Brian

Brian McGill
Sales Representative
[redacted]
brian@coldfirebrewing.com

From: Lily Hudnell
To: OLCC.Communications * OLCC
Subject: Don"t tax Oregon Cider!
Date: Thursday, September 26, 2024 8:39:14 AM

You don't often get email from lilyhudnell@gmail.com. Learn why this is important

Dear Task Force Members,

As a long-time resident and small business owner in Oregon's craft alcohol industry, I am writing to express my concerns about the potential increase in alcohol taxes under HB3610. Over the past few years, our industry has been battered by one challenge after another. The COVID-19 pandemic forced many of us to close our doors temporarily, and for some, these closures became permanent. Those of us who survived have faced ongoing challenges, including labor shortages, supply chain disruptions, and skyrocketing costs due to inflation. Natural disasters, from wildfires to severe weather events, have only added to our burden.

In this context, the proposal to increase taxes on alcohol feels like another blow to an industry already on its knees. Many of us in the craft alcohol community are small, independent businesses that have invested our lives into creating something unique and beloved in our communities. We are not multinational corporations with deep pockets; we are local businesses that provide jobs, contribute to tourism, and play a vital role in the cultural fabric of Oregon.

While I understand the importance of funding addiction recovery services, Oregon is already one of the best-funded states in the country. Before imposing additional taxes, I urge the task force to consider whether existing funds are being managed effectively. The Oregon Health Authority's failure to account for $72 million in recovery funds and their lack of basic data on treatment capacity and patient needs suggests that the issue is not a lack of resources but rather how those resources are being utilized.

Imposing higher taxes will not address these management issues, but it will harm small businesses that are already struggling to stay afloat. I ask that you consider the broader economic impact and the potential harm to an industry that has done so much to define Oregon's identity.

Sincerely,
Lily Hudnell-Almas

Proud drinker of Oregon Cider!

From: Dan Malech
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Thursday, September 26, 2024 8:52:18 AM

[You don't often get email from dan@stormbreakerbrewing.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

To whom it may concern,
I'm sure you're being inundated with emails regarding this tax. Most are probably cut and paste, but y oh get the message. In short, business has been horrible, costs are way up, sales are down. I can't even afford the CAT tax. This will push us to the brink.

Cancel this tax. Thanks,
Dan M

From: Mark Bosko
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:52:47 AM

You don't often get email from mark@openclaimvineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Kindly,
Mark Bosko

Mark Bosko, General Manager
OPEN CLAIM VINEYARDS
Tasting Room - Dundee: [redacted]
[redacted] Dundee, OR 97115
Vineyard House - Dallas: [redacted]
[redacted] Dallas, OR 97338
Web: openclaimvineyards.com
Cell: [redacted]

From: Drew Worden
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:31:44 AM

You don't often get email from drew@fortgeorgebrewery.com. Learn why this is important

To Whom It May Concern,

My name is Drew Worden. I am a Portland resident and I am currently the Sales Director at Fort George Brewery. Before that I sold beverages at Columbia Distributing and before that ran a number of beer-centric establishments in OR and VA. All-told I've been in the beer and bar business for over 22 years, well over half my life.

This taskforce has an important charge, and I respect it. Since my first day in the on-premise I've been trained on best practices in service to prevent over-serving and preserve health and life. I've seen the impacts of over-indulgence in the short and long term.

I love this industry and I love how special it is in Oregon especially. In fact, though I was born in Roseburg, I spent 13 years in Virginia and caught the beer bug out there. At the time brewpubs were not legally allowed there and overall breweries in the state were few and far between, merely production entities with a tiny tasting room you could only get up to 12oz of beer in 3oz sample pours. But imports and regional craft like Dogfish Head were plentiful and I jumped headlong into the industry. Eventually, the ceiling for a career being limited by the VA's stifling regulations, I moved back to OR and found a whole new launchpad of possibility and community. It's part of what makes Oregon such an amazing travel destination.

The Brewery and Public House brings people of all walks together under one room for a beverage and a meal and a conversation. Astoria, where our brewery is located, has remade its entire economy around tourism, in large part beer tourism. I'm not sure where Astoria would even be without it, after the fishing/canning industry largely moved on to bluer pastures. We employ over 125 people in Astoria thanks to the demand for our wares. And Buoy, Breakside, Obelisk, Astoria Brewing, and still others all add to the draw, adding their own jobs to the workforce along the way.

But beer has really struggled the last few years after decades of growth, with multiple years of loss in the category. Competition is one thing (and great for the consumer), that only strengthens our end-product and keeps the passion flowing, while it chews some up and spits them out. But the economy, pricing, and consumer habits have already dulled the luster craft beer once had. Bars have passed so many of their increased costs onto beer and food, but rarely (and if so, hardly) onto liquor. Kegged beer has increased only marginally in price the last 5 years but prices gave gone up $2-3 (about 50%) on the menu, while most places you can still get a 2.5oz heavy of whiskey or a stiff tall Vodka-soda for $5. If that doesn't over-incentivize drinking to excess and getting inebriated rapidly I'm not sure what does.

The disparity in the end-pricing of local craft beer vs the national brands and imported brands, hard seltzer, ready to drink cocktails, and liquor has already made this amazing craft industry extremely precarious. Adding any artificial cost to this process, either levied on the breweries themselves or at the register, would be devastating to the bottom line and only further alienate this category from all consumers outside of the diehards. This would close many breweries, period. This would hurt their public houses and restaurants, and the communities who provide

the labor and get paid for doing it, and the choices people make to travel to OR generally, and many areas like Astoria specifically.

At Fort George, we've given over $1m to non-profits since we opened in 2007. We donate 1% of the profits of our entire line of 6pks to worthy Oregon non-profits like Surfrider and Oregon Parks Forever. We just finished the largest single-roof private solar project in Oregon. We have great benefits, match 401k, and have an annual employee profit-sharing plan across all 125+ employees. This is all made possible only by our mild but sustained success, and by prioritizing these things, reinvesting in our company and our people. These things are not possible if our industry has to bear the burden of non-cost-related factors, and will lead to closures of many of our less-fortunate community of breweries.

There is existing money that can be appropriated appropriately for this purpose, or other methods or parties to raise it. But this would devastate our industry, plain and simple, and have far-reaching impact beyond "the beer business."

Thank you for this opportunity to comment, and for reading it. Please reach out if I can be of any assistance in the future.

Drew Worden
Sales Director
Fort George Brewery
[redacted]
drew@fortgeorgebrewery.com

From: Astoria Brewing
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:31:02 AM

You don't often get email from astoriasbrewery@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Andrew Brown
Head Brewer
AstoriasBrewery@gmail.com
[redacted]

From: Gavin Joll
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:26:20 AM

You don't often get email from gavin@abacela.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Gavin Joll
General Manager
www.abacela.com
Work [redacted]
Mobile [redacted]



From: Amanda Benson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:06:58 AM

You don't often get email from carrollamj@hotmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%. Not only does this directly affect brewery and affiliated industries, but the tourism that this attracts that supports hospitality industries as well.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Amanda Benson

From: Bryan Weil
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:46:16 AM

You don't often get email from bweil@vinovatewineservices.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thanks,
Bryan Weil
Managing Partner/Winemaker
Vinovate Wine Services
Ambar Estate

From: Jason Hansen
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:38:37 AM

You don't often get email from jhansen@vonebertbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

This bill will directly affect my employment and that of my colleagues in the industry. Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Jason Hansen
Director of Sensory and Innovation
Von Ebert Brewing

Portland, OR

From: Jeremy Zollman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:16:56 AM

You don't often get email from jeremy@claim52brewing.com. Learn why this is important

HB 3610 task force and Oregon lawmakers,

Thank you for taking the time to review this letter along with the many others being sent to you this week.

The craft beer industry has been an integral part of Oregon culture for decades and we take a great deal of pride in our role as creators of jobs and products that Oregonians love. In addition to making world-class beverages which give Oregon an excellent reputation, we contribute significantly to our local communities through fundraising and other activities to benefit our friends, families and the environment.

While it is important to consider and investigate various approaches to addiction issues which impact our community, additional taxes on products to which people may become addicted, is likely to produce undesirable results. Various factors have made it increasingly difficult for Oregon breweries to survive, let alone grow, in recent years and adding to those burdens would be the straw that breaks the brewers back in many cases.

We respect the responsibility that you bear as you work to keep Oregon the best state in the country on behalf of your constituency. In doing so, we simply ask that you partner with us in deriving plans to address concerns like addiction so that the benefits outweigh the costs.

Best regards,

Jeremy Zollman, General Manager

From: Ben Miller
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:16:39 AM

You don't often get email from ben@lachouettevineyard.com. Learn why this is important

I agree with the statements below. We need to spend money already identified for alcohol related illnesses. The Oregon Health Authority has plenty of money to do this and can't account for 76 million dollar? Incredible. I'm a physician and see so much waste. The answer isn't another tax that will hurt small businesses like us. We aren't making a profit yet, and this will just be one more place making it harder.

"Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same. "

Cheers,

Ben & Michelle Miller

Ben Miller
Proprietor
[redacted]
Jefferson OR 97352
lachouettevineyard.com

From: Alex Sokol Blosser
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:10:12 AM

You don't often get email from alex@sokolblosser.com. Learn why this is important

To whom it may concern:

I am strongly against a tax increase that specifically targets the Oregon Wine industry. I have heard that the group brought together under HB 3610 by Rep. Tanya Sanchez was purely meant to rubber stamp her strong desire to raise taxes on wine to the level that it breaks our industry.

When consumption and sales of wine are already in decline across Oregon, the US, and the world, raising taxes now would add insult to injury.

Sincerely,

Alex

Alex Sokol Blosser | President

Sokol Blosser Winery | Evolution Wines

[redacted] Dayton, OR 97114

| main: [redacted] | Text: [redacted]

sokolblosser.com | evolutionwine.com

@sokolblosser | @evolutionwines

From: Robin Smith
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:58:33 AM

You don't often get email from geonuclaw@gmail.com. Learn why this is important

If the Task Force is considering recommending imposing a tax on alcohol purchases at the retail level, I urge members not to do so. Do it at the wholesale level - retailers can then pass on costs to their customers. I don't think it wise to impose a burden for retailers to collect tax from customers where there is presently no requirement. But I support increased taxes on wholesalers to help fund alcohol treatment programs. Just please, don't fund religious-based organizations such as AA. Thank you.

From: Samuel Pecoraro
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:25:12 AM

You don't often get email from specoraro@vonebertbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

The brewery that me and my coworkers love and work so hard for had to close two of our locations this year. Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive, not a slap in the face. This tax would put further financial pressure on an already fragile industry that employs so many Oregonians.

Oregon's fentanyl problem is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium. Let's focus on fixing the real problem. This misguided tax increase would negatively affect an entire ecosystem – from hospitality and manufacturing to agriculture.
If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. An ECONorthwest report commissioned by OHA, showed new taxes are a proven ineffective tool to control problem consumption. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sam Pecoraro
Brewmaster

Von Ebert Brewing
Portland, OR

From: Tom S Cook
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:13:29 AM

You don't often get email from tscook@vonebertbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%. Unfortunately my brewery, Von Ebert had to close down two of our locations this year, both were results of falling foot traffic in the city of Portland and this tax would put further financial pressure on an already fragile industry that employs so many Oregonians.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD

programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

I look forward to Oregon lawmakers doing the right thing for Oregon and opposing HB 3610.

Thank you,

Tom S Cook
Founder
Von Ebert Brewing
[redacted]

From: Beth Chapman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Thursday, September 26, 2024 8:44:29 AM

[You don't often get email from bethcmarc@comcast.net. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

From: D K
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Thursday, September 26, 2024 8:41:19 AM

You don't often get email from koyanod@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

- Derrik Koyano

From: Sheila Pakkala
To: OLCC Communications (OLCC)
Subject: HB 3630 Comments: Supporting Oregonians in Recovery
Date: Thursday, September 26, 2024 6:19:28 AM

[You don't often get email from pakkalasheila@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature

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2) Percentage-Based Tax Collected at Point of Sale The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensure that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

In all the world, there is no one more beautiful than you
Sheila

https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.achievesperonalwellness.me%2F&data=05%7C02%7COLCC_OCommunications%40stateoforegon.mail.onmicrosoft.com%7Cfb3758ca6164403a8e0f08da6c2ddcb9%7Caa3f0932fa7c47b4a0cea59dca816c9%7C0%7C0%7C638629535783225178%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=%2BCkH3a2rfdC9ivz%2FVMmhkK2Jtuck0Sa5KshD96fkxW8%3D&reserved=0

From: PATRICIA MOXLEY
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Wednesday, September 25, 2024 11:48:58 PM

You don't often get email from pmoxley55@msn.com. Learn why this is important

To:

Task Force On Alcohol Pricing and Addiction Services

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, **the state reported Oregon related deaths have increased from six to eight a day** over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable

public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Patricia Moxley
Portland, OR

From: Roger Wood
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Thursday, September 26, 2024 8:36:54 AM

You don't often get email from roger@binarybrewing.co. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
As you know, Oregon's craft brewing industry generates millions of dollars and thousands of jobs in our state. These jobs include not only brewery and taproom employees, but hop growers, grain farmers, and many more.

While current excise taxes are low, Oregon has appropriated millions of dollars from other sources to address addiction issues -- and has fumbled the ball badly. As I understand it, OHA has misplaced over $72 million, which is way more than current alcohol excise taxes bring in. So step 1: fix your house before putting a lien on mine.

From a personal standpoint as a small brewery owner HB3610 would be disastrous. It would force me out of business, full stop.

I currently employ 8 people in Beaverton and produce just under 500 barrels per year. My margins are razor thin to negative. The new tax rates envisioned in HB6310 will put me so far under water that I will have to close business, robbing employees of their livelihood and Beaverton of its only local brewery. A key element of the downtown resurrection will be gone.

Please vote against HB6310 and focus addiction services attention on improving the efficiency and efficacy of currently funded programs instead,.

regards
Roger Wood
Binary Brewing Co
Beaverton OR

~~~~~~~~~~~o+=
Roger Wood
Head Brewer
binarybrewing.co
~~~~~~~~~~~o+=

From: Spider City Brewing
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Thursday, September 26, 2024 8:35:07 AM

You don't often get email from info@spidercitybrewing.com. Learn why this is important

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Our hospitality industry is hurting and hurting in a big way.

Since last year draft beer sales are down nearly 30%, Oregon's hop harvest is down 18% and craft beer sales as a whole are down more than 2%"

Revenue and taxation of (beer $8.7 billion, wine $7.19 billion, cider $300 million, spirits $2 billion) is the third largest source of revenue for the state. Yet only 3% of that revenue goes toward funding mental health and drug addiction recovery and treatment.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers.

Oregon spends more on drug addiction recovery and prevention than 75% of other states.

They have asked beer, wine and cider to pay for all treatment including the fentanyl epidemic and meth epidemic that has plagued our state. The taskforce chair kept gambling addiction and other non-alcohol recovery elements separate from the discussion.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. We need certainty and stability in our tax code, not more taxes. Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers.

Oregon's restaurants, beer bars, taverns, movie theaters, hotels and tourism in general have continued to see headwinds since COVID. Recovery advocates do not understand how hard it is for small businesses in the sector.

Oregon has been known for beer, wine and cider on an International level and is a key part of Oregon's identity. Imagine Oregon with no IPA or Pinot!

SCBC

From: Eric Ebel
To: OLCC.Communications * OLCC
Subject: HB3160 comments
Date: Thursday, September 26, 2024 6:45:21 AM

You don't often get email from eebel@vonebertbrewing.com. Learn why this is important

Sorry, I put the wrong title in my original email. Please see below! Thanks!

Eric Ebel
Director of Brewing Operations
Von Ebert Brewing Co.

Pearl Brewery
[redacted] Portland OR, 97209

Glendoveer Brewery
[redacted] Portland OR, 97230

From: Eric Ebel
Sent: Thursday, September 26, 2024 7:42:46 AM
To: OLCC.Communications@olcc.oregon.gov <OLCC.Communications@olcc.oregon.gov>
Subject: Oregon Craft Beer

Dear HB 3610 Task Force and Oregon Lawmakers,

I have been a part of Portlands craft beer scene for over 13 years now. Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's

because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thank you,

Eric Ebel
Director of Brewing Operations
Von Ebert Brewing Co.

Pearl Brewery
[redacted] Portland OR, 97209

Glendoveer Brewery
[redacted] Portland OR, 97230

From: Ben Kehs
To: OLCC.Communications * OLCC
Subject: HB3610 comments
Date: Thursday, September 26, 2024 7:36:03 AM

You don't often get email from bkehs@deschutesbrewery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Ben Kehs

From: [redacted]
To: OLCC,Communications * OLCC
Subject: new tax
Date: Thursday, September 26, 2024 9:00:47 AM

> You don't often get email from donnie@cruxfermentation.com. Learn why this is important

You guys have enough money to pay for all the vagrants and junkies in this state. You don't need any more tax dollars, use that money!! It is not my job as a white so called middle class male to keep paying for this while it is just making the working class poor. F you guys and all you do

--
Donnie Helfenstein
maintenance tech
cell: [redacted]



From: Eric Ebel
To: OLCC.Communications * OLCC
Subject: Oregon Craft Beer
Date: Thursday, September 26, 2024 6:43:02 AM

You don't often get email from eebel@vonebertbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I have been a part of Portlands craft beer scene for over 13 years now. Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

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squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thank you,

Eric Ebel
Director of Brewing Operations
Von Ebert Brewing Co.

Pearl Brewery
[redacted] Portland OR, 97209

Glendoveer Brewery
[redacted] Portland OR, 97230

From: Michele Lish
To: OLCC.Communications * OLCC
Subject: Do NOT Support HB 3610
Date: Thursday, September 26, 2024 10:33:16 AM

You don't often get email from michelelish@gmail.com. Learn why this is important

The beverage and food service industries are still recovering from the devastation due to COVID 19 mandated closures. Many businesses are still understaffed, and many had to close their doors. Those closures include long-time breweries and restaurants with liquor licenses. Everyone is experiencing the impact of inflation from grocery products, to general goods and services to just about everything we buy. I believe in giving people a fair wage, but any tax increase to the alcohol industry will be passed on to the consumer, and might even negatively impact wages. This is a horrible time to add to that burden by adding an excise tax to an already highly taxed industry. It all trickles down and impacts all aspects of a business in this realm as well as employees and consumers. It is a bad idea to do this at this time. Wait a year or two when the economy might be more stable instead of burdening everyone with more inflation costs.

Michele Lish
Resident of Portland, OR

From: Erin Grey Kemplin
To: OLCC.Communications * OLCC
Subject: Don"t Tax My Drink
Date: Thursday, September 26, 2024 9:16:01 AM

You don't often get email from ekemplin@vonebertbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Erin Grey Kemplin
Director of Sales
Von Ebert Brewing
C: [redacted]

From: Amelia Dobbes
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:54:53 AM

You don't often get email from amelia@flaneurwines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

As a stakeholder in my family's winery and deeply rooted and working for multiple wine brands in the WIllamette Valley, I am incredibly invested in the success of our state's wine industry. I am deeply concerned about the potential tax increases proposed under HB 3610. The wine industry in Oregon, made up mostly of small, family-owned businesses, is already facing unprecedented challenges. A tax increase at this time would significantly threaten our ability to survive.

Over the past few years, we've experienced a decline in wine sales, fewer visitors to our tasting rooms, and increased costs due to labor, natural disasters, and supply chain disruptions. These pressures have left already thin margins even more precarious. Adding additional tax burdens will only amplify these difficulties, pushing many local wineries to the brink of closure.

Oregon's wine industry is not just a part of our state's cultural identity, it is a significant contributor to the economy—generating 50,000 jobs, $8 billion in economic activity, and attracting millions of tourists annually. Increasing taxes on small wineries will put that success at risk.

Furthermore, the Oregon Health Authority has been unable to account for $72 million in funding for substance use disorder (SUD) programs. This missing amount is more than double what the state receives from wine and beer taxes per biennium. Before increasing taxes, the state should focus on better managing existing resources and ensuring transparency and accountability.

Raising taxes will not address the underlying issues affecting our state, but it will harm the businesses that are the backbone of Oregon's wine industry. I urge lawmakers to oppose any increases to the wine privilege tax and support the long-term stability of Oregon's wineries.

Thank you for your consideration.

Cheers,
Amelia Dobbes
Director of Marketing | Flâneur Wines
[redacted] *Carlton, OR 97111*
amelia@flaneurwines.com
W: [redacted] *| M:* [redacted]

From: Julie Flint
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:40:22 AM

You don't often get email from oregonbeveragealliance@gmail.com. Learn why this is important

Dear HB 3610 Task Force Members and Oregon Legislators,

The Oregon Health Authority (OHA) continues to provide misleading data to the public, media and lawmakers which shapes Oregon's addiction narrative. OHA does not know whether money spent on behavioral health has made a difference because OHA does not track the money after it is spent or hold providers accountable, but they are not shy about asking for billions more. Unfortunately, mismanagement of funds is only one of OHA's major missteps in the behavioral health space. OHA must be held accountable for the misinformation it shares.

Since 2022, OHA has told lawmakers and media that "Oregon ranks last in access to recovery services and has the second worst addiction rates in the nation." This statement is false. The data the statement relied upon was **retracted** by National Survey of Drug Use and Health (NSDUH). Further, the NSDUH data is not supposed to "rank" states but rather allow a state to measure its own progress because the **data cannot be used to make apples to apples (direct) comparisons**. Yet, hundreds of media articles and many legislative hearings have repeated this statement.

Similarly in 2022, OHA pushed a false narrative that Oregon's drug addiction rates spiked during the pandemic, citing the 2019-2020 National Survey of Drug Use and Health, which the federal government retracted. On its website, the Substance Abuse and Mental Health Services Administration, which issues the national survey clearly stated, **"State estimates for these years are no longer available due to methodological concern."** Despite this being brought to the attention of OHA officials, **OHA continues to cite the retracted data in hearings before lawmakers and media.**

Today, we're told Oregon is desperately in need of addiction recovery capacity. OHA has presented data that Oregon is 49% underserved by our current capacity and that 3,800+ more recovery beds are needed. **Yet, OHA has never performed a physical check on recovery capacity. OHA does not have any data about the utilization rates of existing beds, patient wait times or Oregon Health Plan patient capacity vs. private insurance capacity.** The OHA claim that we lack capacity is based on the Gap Analysis Report. The Gap Analysis did not look at our actual usage rates. **The Gap Analysis is only a theoretical estimate calculated using NSDUH's retracted survey data.**

Now, based on the Gap Analysis and OHA's Substance Use Disorder Financial Analysis, OHA has proposed Oregon needs nearly $7 billion to treat drug and alcohol abuse. **Yet today, Oregon spends more on addiction recovery and prevention than 75% of other states (ranked 14th in spending).** And that was before passage

of 2021's $470 million behavior health package, Measure 110's $300 million, $330 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – that's more than $1 billion in new funding in the past few years. **OHA's request for $7 billion more dollars would mean Oregon would spend nearly 10-times more than any other state per capita.**

Further, OHA cannot account for $72 million from 2021-2023. Out of $1 billion spent on SUDs in the last biennium, OHA can't account for 7%.

OHA is also not tracking, evaluating or otherwise measuring the record behavioral health dollars spent. OHA has no methods to evaluate addiction recovery services usage or whether dollars are going to legitimate, licensed providers with proven success records.

OHA continues to perpetuate a false narrative, vilifying the moderate consumption of alcohol. In 2021, because it did not like the conclusion, OHA officials withheld a publicly funded report from lawmakers and the public that contradicted its own position that raising alcohol tax would curb excessive drinking. Meanwhile, OHA repeatedly cited to lawmakers in hearings and media an interim summary of the same report that only included parts supporting its position on increasing alcohol taxes. When confronted by media in 2024, OHA continued to lie to lawmakers and journalists.

We need to work together to ensure resources are deployed in a coordinated fashion on evidence-based treatments with accountability over OHA and providers. Oregon's beverage sector cares deeply about our community, which is why we invest and create jobs in Oregon. And for this reason, we ask that you hold OHA accountable for the information they are providing to you and to the public. We'd welcome the opportunity to discuss this information with you to ensure lawmakers and the public have a full and accurate picture of addiction in Oregon so that we can make informed decisions. We should not increase beer, wine or cider taxes to fund a dysfunctional agency.

Sincerely,
Oregon Beverage Alliance

From: Ben Parsons
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:39:41 AM

You don't often get email from ben@baerlicbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.
Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

--
Ben Parsons
President/Janitor
Baerlic Brewing Co.
2017 Small Brewery of the Year - *Oregon Beer Awards* **AND**
2018 Mid-Size Brewery of the Year - *Oregon Beer Awards*

Subscribe to Baerlic's Beer Mail

C: [redacted]

www.baerlicbrewing.com

From: Matthew Ward
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:20:23 AM

You don't often get email from odihnson@gmail.com. Learn why this is important

I am writing to express my concerns over proposals that I believe will have a very detrimental effect upon the local Oregon beer industry and as a consequence Oregon tourism and economics in general.

I have been a Oregon resident for all my 55 years on this earth and was lucky enough to work in the beer industry when it was first really blossoming in the late 1980's and witnessed first hand its growth both as an art and as a very important contributor to the culture, economy and image of Oregon.

Over the years Oregon became internationally well respected for what was being achieved here in terms of the renaissance of brewing we had achieved.

While it has been decades since I have been involved in working at a brewery here, I have continued to watch as our brewing culture has gone from a golden time to the current struggles the industry is having post pandemic.

Many well known and loved breweries have had to close due to rising costs associated with just about every aspect of the venture. As a consumer it worries me as well.

While also pivoting to acclimate to different tastes and interests of the public. It seems to be a difficult time to be in the industry.

The proposed tax increase put forth in HB 3610 could cause irreparable damage to the industry and in turn damage the economy of Oregon as a whole. As a beer enthusiast and consumer any more pricing increases into a pint at the local pub, brewery or restaurant may well make this out of reach in the future.

Which is a shame, beer is considered historically a beverage of the people and shouldn't be made into a high income bracket treat for the rich in my opinion.

While the need for treatment and recovery programs to treat alcohol abuse (as well as drug abuse and gambling) are definitely needed in the State as they are in every State, this tax is not the way to fund those. It would ultimately cripple a respected and important industry that is enjoyed responsibly by the majority of Oregonians.

I am thankful for the opportunity to voice my thoughts on this, and thank you all for the work you do.

Thank you,

Matthew Ward

From: Jennifer Henry
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:11:40 AM

You don't often get email from winery@seasoncellars.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
C. Scott Henry IV
Season Cellars
[redacted]

From: Casey Helwig
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:11:37 AM

You don't often get email from casey@imperialyeast.com. Learn why this is important

Dear HB3610 Task Force and Oregon Lawmakers,

I am an employee at Imperial Yeast, we supply the brewing industry with yeast - a vital part of the beer-making process. We are proud to be an Oregon-based company and are immersed in the local brewing industry, Oregon breweries make up a significant part of our overall customer base.

We see firsthand how hard the over 300 small business breweries work every day; contributing to Oregon's economy, employing local citizens, and providing them and their families with livable wages, access to health care, and retirement benefits. Folks in the brewing industry have hard-won widespread access to these basics and the proposed increases to beer tax will cripple a booming industry that contributes millions to our Oregon economy and worse still, will threaten thousands of Oregonian's jobs and benefits.

Let's be honest, beer is not the problem here. Fentanyl is the problem and asking small, local, businesses to financially contribute more to a problem they are not responsible for is irresponsible. Beer, wine, and spirits contribute over $8 billion in tax revenue to the state, and yet, only 3% of those funds go toward addiction services. I ask you today to consider reallocating those funds rather than increasing taxes and crippling an industry that contributes so much to Oregon's economy and culture.

I support Oregon lawmakers in their endeavor to end the drug addiction crisis in our state. However, I disagree that raising taxes on the beer industry is the answer to this crisis.

Sincerely,
Casey Helwig, proud Oregonian

--

Casey Helwig | Sales Manager (She/Her)
[redacted] | Portland, OR 97230
casey@imperialyeast.com
Instagram | YouTube | Facebook

From: Joe Pucci
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:01:10 AM

You don't often get email from joe@wayfinder.beer. Learn why this is important

Hello HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Best,

Joe

--
Joe Pucci
Sales Manager
Wayfinder Beer
[redacted]

From: Jennifer Henry
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:57:20 AM

You don't often get email from winery@seasoncellars.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Jennifer Henry
Season Cellars
[redacted]

From: Sam Klecker
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:45:27 AM

You don't often get email from sklecker@deschutesbrewery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee of Deschutes Brewery since last year. This is my first job in the beer industry and it's been a real blessing for my family. Since working for Deschutes, my family and I have been able to get vision and dental insurance for the first time in over 10 years. The craft beer industry has been struggling for years, and if this tax increase goes into effect, my company may be forced to get rid of some of these incredible benefits we receive. In addition to those benefits, my son and I receive health insurance through Deschutes. My son was diagnosed with Autism earlier this year, and our insurance helps pay for his many appointments and therapies. He is also on secondary OHP insurance, which we are very grateful for, but if I lose my health insurance then we will have to rely on OHP as his only option. This will obviously use more of the state's healthcare funding, which could be used by others who are in need.

This industry is so important to our state's and Bend's tourism industry as well. Beer is a part of our identity. But considering how many breweries have already had to close due to covid, cost inflation, and the struggling industry overall, this tax increase would put an undue hardship on many businesses which already provide so much for our state's economy. 50,000 people work for Oregon's breweries and could risk losing their jobs. That won't help the economy, and I have to assume that people are more likely to turn to drugs when they face such hardships, which would obviously exacerbate our drug problem.

Please don't punish amazing businesses like Deschutes who have nothing to do with the state's drug problems.

Thank you,

Sam Klecker | She, Her | *Accounts Payable*
sklecker@deschutesbrewery.com
[redacted] | Bend, OR 97702

DESCHUTES BONEYARD BEER BEND, OR

From: Sara Szymanski
To: OLCC.Communications * OLCC
Cc: Jarek Szymanski
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:43:45 AM

You don't often get email from sara@threshold.beer. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I and my husband Jarek own and operate a small neighborhood brewery and pub in the Portland SE Montavilla neighborhood, Threshold Brewing. This is our dream venture and we opened our doors in January 2019 with some small business loans and all of our assets as collateral. It's been the hardest thing we've ever done to keep the doors open, but we've successfully managed to survive a pandemic and employ 6 people - although we've never taken home a paycheck ourselves. Clearly we don't do this for the money - we sincerely do this for the love of the community our business brings together, whether it's the bluegrass community jam sessions that happen each Saturday in the taproom, our Tuesday night Run Club with over 20 people consistently showing up to run a 5k together, regular fundraisers for local nonprofits, or the Polish community that has found their food and culture within our doors. My husband/co-owner is Jarek Szymanski, he originally came to the states from Poland on a work visa in the tech industry - and then won a green card! Having the platform to share Polish food and beer styles is unique in Portland and has been very much welcomed.

With all of that goodness, the fact is that this is a very very tough industry to financially navigate. You can't imagine how stressful every month is as we work overtime and even second jobs to pay the bills and lease and payroll, not to mention our own mortgage and personal expenses. Since we began in 2019, costs all around (ingredients, gas, insurance, lease, misc fees, literally everything) have risen significantly while consumer spending and folks going out for a beer or a bite is still down from the pandemic - just those 2 things combined mean our profit margins are beyond thin.

The proposed tax increases would literally cripple and put us out of business, it's as simple as that. While alcoholism is a serious and expensive problem for the state, there must be a way to address it without summarily executing Oregon's small businesses and breweries. We are a part of Oregon's culture, a draw for tourism and the vast majority of us existing in the financial constraints as I've described.

Below are the real numbers and facts behind our own personal experience. Please don't push through a bill that will create so many casualties in an industry of extremely hard working, smart and dedicated individuals.

Oregon’s more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that’s down from nearly 400 breweries before the pandemic. That’s right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon’s breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive.

And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely,

Sara and Jarek Szymanski

Sara Szymanski
Owner
Threshold Brewing & Blending
[redacted]
Portland, OR 97215
www.threshold.beer

From: Timothy Moore
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:36:36 AM

You don't often get email from tim@macwines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Tim Moore

Mac Wine Compliance
tim@macwines.com
[redacted]

From:	James Kuefler
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Thursday, September 26, 2024 9:36:10 AM
Attachments:	image001.png image002.png image003.png image004.png image005.png
Importance:	High

You don't often get email from jkuefler@deschutesbrewery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at Deschutes Brewery for the past 3 years. Working for this company has been an opportunity that I never thought possible. Being a huge fan of craft beer an opportunity to work in the industry for a brand that makes such great beer was something that I couldn't pass up. I make a salary that is respectable for the cost of living. The benefits offered here include dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. Since starting to work for the brewing industry I didn't realize how tough the current craft beer market has become and how much financial stress companies like Deschutes and all other breweries have been struggling to overcome. The taskforce did not seem to cover the fact that breweries have smaller margins then retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits potentionally forcing me and my family into the Oregon Health Plan. Breweries already pay more in taxes per beer then 75% of other states including our neighboring states. Increasing the tax would likely lead to another round of layoffs which we have experienced too many times in the past 5 years, or our company would likely having to cut benefits offered and would not be able to increase wages again this year to match the cost of the living increases.

Please do not tax us out of our benefits!

James Kuefler| Accounting Manager
Deschutes Brewery® | He, Him, His | [redacted]

DESCHUTES


BONEYARD
BEER

From: Andy Rhine
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:35:50 AM

You don't often get email from andy@cascadelakes.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. **I oppose raising Oregon's beer taxes and you should too.**

Sincerely,

Andy Rhine | Owner

Cascade Lakes Brewing Co.

Cell: [redacted]
Email: andy@cascadelakes.com
Web: www.cascadelakes.com

From: Shari Levinson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:01:33 AM

> You don't often get email from shari.levinson@coldist.com. Learn why this is important

I am writing to let you know I firmly oppose the proposed tax increase to Oregon's beer, wine and cider taxes.

If there is overwhelming evidence that shows alcohol taxes are an ineffective tool to control alcohol consumption why would the state increase taxes. Wouldn't it be a much better use of money and resources to provide better oversight and measurement of success to the monies already being used to address addiction treatment and prevention services? How can you throw more money and something that is currently not managed or measured?

In addition, if alcohol and addiction treatment and prevention is a priority then why do we not allocate more of the budget to support this important issue.

I am happy to pay my share of taxes but not when there is no oversight to how the funds are being used and the success of the programs they are supporting.

Thank you.

Shari Levinson

Shari W. Levinson
Vice President of Finance
Columbia Distributing
Office: [redacted] | Cell: [redacted] | shari.levinson@coldist.com
www.coldist.com

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From: Peter Shea
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments.
Date: Thursday, September 26, 2024 9:09:03 AM

You don't often get email from peter@sheawinecellars.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wine industry is vital to the state's economy, generating 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits, and $8 billion in annual economic activity. However, Oregon's wineries and vineyards are facing significant challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority has reported it cannot account for $72 million in spending on substance use programs. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium.

Our focus should be on improving the management of existing resources before imposing further taxes that would harm already struggling businesses. Consumers in Oregon have stated over and over in surveys and measure votes that they are not interested in increased costs for the goods they purchase. We need stability in the tax code and support for our world class wineries and wine grape growers.

I strongly oppose any increase in Oregon's wine privilege tax and urge your opposition as well.

Peter Shea
Shea Wine Cellars
peter@sheawinecellars.com
Winery: [redacted]
Cell: [redacted]

Winery Address: [redacted] Newberg, OR 97132

From: Jess Neuwirth
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Task Force On Alcohol Pricing and Addiction Services
Date: Thursday, September 26, 2024 9:00:48 AM
Attachments: image001.png
image002.png

You don't often get email from jess.neuwirth@deschutes.org. Learn why this is important

Dear Task Force Members,

I am writing to encourage you to place the health of your community above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Increase Tax Rates for Alcohol: We propose that the tax on beer and wine be set at the same current rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A large percentage of the revenue generated from increased alcohol taxes should be directed toward primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Jess Neuwirth, MPA | Supervisor, Substance Misuse & Problem Gambling Prevention ***she/her***
DESCHUTES COUNTY HEALTH SERVICES
[redacted] | Bend, Oregon 97701
Schedule a meeting
Office: [redacted]

Our Mission: To Promote and Protect the Health and Safety of Our Community

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From: Marc Rogers
To: OLCC.Communications * OLCC
Subject: HB 3610 Task Force and Oregon Lawmakers
Date: Thursday, September 26, 2024 9:41:09 AM
Attachments: image001.png
image002.png
image003.png
image004.png
image005.png

You don't often get email from mrogers@deschutesbrewery.com. Learn why this is important

Hello HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my deep concern regarding the proposed increase in excise taxes for beer in Oregon. As a dedicated employee of Deschutes Brewery for over 27 years, I have witnessed firsthand the challenges our industry faces.

Currently, our margins are at an all-time low due to many external impacts including rising raw material costs and the increasing expenses associated with providing benefits to our over 400 employees. An additional tax burden would significantly impact our ability to sustain operations and continue contributing to the local economy as we have done over the years.

Deschutes Brewery has been a proud part of the Oregon community, providing jobs, supporting local suppliers, and contributing to the state's reputation for high-quality craft beer. However, the proposed tax increase threatens our ability to maintain these contributions.

We urge you to consider the broader implications of this tax increase on local businesses like ours. The craft beer industry is a vital part of Oregon's identity and economy, and additional financial strain could lead to job losses and reduced economic activity.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Deschutes Brewery, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Cheers,

Marc Rogers | CONTROLLER
Deschutes Brewery® | [redacted]
DESCHUTES


BONEYARD
BEER

From: A. Rob Lutz
To: OLCC.Communications * OLCC
Subject: HB 3610 Task Force
Date: Thursday, September 26, 2024 10:58:20 AM
Attachments: image001.png
HB 3610 Task Force Letter Signed.pdf

> You don't often get email from rob@stormbreakerbrewing.com. Learn why this is important

Hi OLCC Team,

Please see our attached letter outlining the harm of the excise tax increase would have on the Oregon beer industry .

We greatly appreciate you taking the time to read out letter and your support.

Rob Lutz
Owner/Brewer
StormBreaker Brewing
[redacted]
Portland, OR 97227
[redacted]
rob@stormbreakerbrewing.com

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. This dynamic sector supports approximately 50,000 jobs, contributes $2.8 billion in wages, and generates $8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production.

Local breweries like ours are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family in Portland.

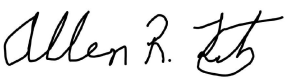
StormBreaker Brewing has been open for almost 11 years and we are facing by far and away the most challenging time in my 20+ years in the industry. Even 2020 was not as difficult as what we have been up against in the last few years. We employ almost 40 brewers, cooks, servers, salespeople and delivery staff. This is my livelihood, and I am not an independently wealthy brewery owner. I have a family of 4 with two young daughters that StormBreaker helps support. Any further increases in the cost to operate will be a potential nail in the coffin for not only StormBreaker Brewing, but many of my friends in the industry. Not limited to just breweries but also the bars and restaurants who purchase our product and can't absorb anymore increases in cost.

Having a number of friends and family that have struggled with addiction, I deeply understand its impact on a family. It's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states. We've put over $1 billion into these efforts, including $470 million from the 2021 behavioral health package, $300 million from Measure 110, $600 million from the opioid lawsuit, and an additional $211 million in 2024 for various support services. Yet, OHA has lost track of $72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Leikam Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Sincerely,



Allen Lutz

Owner, GM and Brewmaster

StormBreaker Brewing

From: Rosalie Morrow
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Thursday, September 26, 2024 9:56:11 AM

You don't often get email from rosalie@ocbeerco.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Rosalie Morrow
General Manager
Oregon City Brewing Company
[redacted]
Oregon City, OR 97045

[redacted]
rosalie@ocbeerco.com

FB | Insta | Untappd

From: Labyrinth Forge Brewing
To: OLCC.Communications * OLCC
Subject: HB3610 Comments
Date: Thursday, September 26, 2024 9:17:28 AM

You don't often get email from dylan@labyrinthforge.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. This dynamic sector supports approximately 50,000 jobs, contributes $2.8 billion in wages, and generates $8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production.

Local breweries like ours are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family in Portland.

It's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% more than other states. We've put over $1 billion into these efforts, including $470 million from the 2021 behavioral health package, $300 million from Measure 110, $600 million from the opioid lawsuit, and an additional $211 million in 2024 for various support services. Yet, OHA has lost track of $72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Labyrinth Forge Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Cheers,

Dylan

Dylan VanDetta
He/Him
Founder
[redacted]
www.labyrinthforge.com

From: ColdFire Brewing
To: OLCC.Communications * OLCC
Subject: HB3610
Date: Thursday, September 26, 2024 9:03:04 AM

You don't often get email from accounting@coldfirebrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. This dynamic sector supports approximately 50,000 jobs, contributes $2.8 billion in wages, and generates $8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production.

Local breweries like ours are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family in Portland.

As a family-run business, we are proud to employ people with above minimum wage salaries. We consider ourselves a neighborhood gathering place and are constantly giving back in a myriad of ways to our community. To ensure the survival of my business, stability in the tax code is crucial. Imposing additional taxes at this juncture would only add to the difficulties we face.

I agree that it's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states. We've put over $1 billion into these efforts, including $470 million from the 2021 behavioral health package, $300 million from Measure 110, $600 million from the opioid lawsuit, and an additional $211 million in 2024 for various support services. Yet, OHA has lost track of $72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at ColdFire Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer

industry.

Cheers,

Tamara Hughes

Co-owner, ColdFire Brewing

From: David Vohden
To: OLCC.Communications * OLCC
Subject: Oppose Excise Taxes Increases
Date: Thursday, September 26, 2024 10:36:29 AM

You don't often get email from davevohden@gmail.com. Learn why this is important

To whom it may concern:

I work for a small local brewery in Oregon City. I live and work and volunteer in this small community and am very aware of our business' impact (both good and bad) on our small town and it's inhabitants and visitors.
Craft beer is a seldom abused substance in comparison to hard drugs and hard liquor in our community. Most craft consumers are moderate and responsible drinkers and they are utilizing our facility and consuming our products as a means to building strong relationships with their family and friends and community. The advocates for better addiction services in our community are directing their attention on the wrong businesses - small local craft beer producers.
If you increase our excise taxes dramatically as the radical activists propose, you'd be harshly punishing small businesses and individual tax-paying citizens like me.
Where are the increased taxes or laws concerning fentanyl produced and promoted by the Sacklers with complete impunity?? You want to damage my livelihood, while these destructive criminals protect their enormous wealth through lobbying and cheating the legal system with bankruptcy loopholes? It's inconsistent and insulting that you would even consider attacking local businesses, while our government does nothing about the actual addiction crises destroying lives in our state.

It's a very clear choice:
Oppose the dramatic increase of excise taxes on craft beer produced in our state.
Oppose religiously-derived radical views on alcohol consumption. Keep religion out of our government policy!!

Support local businesses
Support local citizens with good paying jobs like me
Support addiction services by punishing the **real cause** of the addiction crisis: big pharma, multi-national conglomerates liquor producers, and our corrupt political machine who allowed this to happen.

David Vohden
Oregon City resident
Brewer and owner
Oregon City Brewing Co

From: Aaron
To: OLCC.Communications * OLCC
Subject: Opposing OR Wine Privilege Tax
Date: Thursday, September 26, 2024 10:50:19 AM

You don't often get email from aaron@depontecellars.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you,

AARON NIEMAN GENERAL MANAGER/VP MIH

DE PONTE CELLARS | [redacted] | **DAYTON, OR. 97114**
T[redacted] | **C**[redacted] | **DEPONTECELLARS.COM**



From: JOHN GANNON
To: OLCC.Communications * OLCC
Subject: HB 3510 comments
Date: Thursday, September 26, 2024 11:01:59 AM

You don't often get email from lindagannon@cox.net. Learn why this is important

As Oregon homeowners and local brewery investors, we strongly oppose any new tax on breweries levied per barrel sold. This tax seems extreme and could do massive damage to the state's craft beer industry.

We were attracted to Oregon because of the beer culture, and we have serious concerns about how such a tax would trickle down to consumers. We understand that addiction is a serious issue, but we urge the task force to explore other funding options besides a crippling tax on local businesses and beer enthusiasts.

Thank you for your consideration of our comments.

John and Linda Gannon
[redacted]
Astoria, Oregon 97103

From: Jeff Althouse
To: OLCC.Communications * OLCC
Subject: HB 3610 // Oakshire Brewing
Date: Thursday, September 26, 2024 12:25:28 PM

You don't often get email from jeff@oakbrew.com. Learn why this is important

Dear OLCC. First, I'd like to thank you for your work. Oakshire has been in business as a truly independent artisan brewery and taproom company since 2006. The McMenamin brothers are the only guys currently serving as brewery CEOs who've been at this longer than I have. From the beginning of our business journey, I've always seen the OLCC as a partner, and I feel that from the staff at the OLCC as well. We understand the importance of the commission's mission to support businesses, public safety, and communicate liveablility. Thank you!

Oakshire needs your support now. We are opening our third taproom later this year - not because we are profitable and looking to add more profit - but instead because the economics of our business make it necessary for us to scale to a point where we are profitable. Are target that continues to move as the economy changes and new costs are added to our business.

We do this work because we love it and because our taprooms are good for communities, including for those who enjoy our NA options. We teach and promote responsible consumption in a family friendly environment. We are not the enemy of addiction and recovery efforts, and we don't have additional funds to help in this important work. We are a partner to the OLCC in promoting your mission of community livability through education and enforcement and we're a positive contributing business.

We cannot afford an increase in the privilege tax, or take on a new sales tax and the associated cost of compliance.

Please do not approve a new sales tax or increase the privilege tax.

I appreciate the commission's consideration of this request on behalf of Oakshire Brewing and the many breweries like ours in Oregon.

Respectfully,

--
Jeff Althouse ~ Founder/CEO/CFO, Oakshire Brewing
Mobile: [redacted]

"We can make ourselves miserable, or we can make ourselves strong. The amount of effort is the same." -Pema Chodron

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From: Kevin Mayer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments - Please Don't Tax Our Benefits
Date: Thursday, September 26, 2024 11:12:13 AM

You don't often get email from k2mayer@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

Sincerely,
Kevin

KEVIN [K2] MAYER | SALES - OR
pFriem Family Brewers
e | k2mayer@pfriembeer.com
p | [redacted]
w | www.pfriembeer.com
[redacted] Hood River, OR 97031

From: Nick Elsberry
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Thursday, September 26, 2024 11:19:13 AM

You don't often get email from nick@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

Nick Elsberry | Sales - WA
e | Nick@pfriembeer.com
p | [redacted]
'18 Mid-size brewery of the year - GABF

From: Nick Marshall
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:22:55 PM

> You don't often get email from nick@benedettovineyards.com. Learn why this is important

Dear OLCC and Task Force Members,

This is a beyond stupid time to raise taxes on small family wineries in Oregon. Unless your goal is to wipe them out and pander to the big corporate wineries that are coming in from California.

We all just took an increase for our blue hi-way signs. They told us this is because traffic is up. Maybe road traffic is up and eyes on the signs are up, but it's well documented that visits to our businesses are down.

Most of the wineries your tax increase would hit are also small family vineyards/farms. As always farming is a feast or famine deal. Right now it's a famine, a blood bath, the grape marker is in the crapper. I'm astonished that anyone would be so ignorant as to consider a tax increase at this time.

Don't you realize many of these farmers are having to dump and let rot much of their 2024 crops?

Most of our industry just survived covid. Now we're struggling to survive being a luxury instead of a necessity in a highly volatile inflationary environment. PLEASE DON'T AD FUEL TO THE FIRE.

Thanks You,

Nick

Nick R. Marshall
Benedetto Vineyards
[redacted]
benedettovineyards.com

From: Ian Mckinnon
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:11:03 PM

You don't often get email from ian@2townsciderhouse.com. Learn why this is important

Hello,

I hope this message finds you well. I am writing to express my concerns regarding the recently proposed HB3610, which introduces significant changes to the taxation of Oregon's alcohol producers.

As a key member of the beverage manufacturing industry, I believe that the tax increases proposed in this bill will disproportionately impact our local producers, jeopardizing the livelihoods of small businesses and threatening the economic stability of a sector that is integral to Oregon's economy and identity.

Our industry has already faced immense challenges over the past few years, including supply chain disruptions, increased material costs, and the residual effects of the pandemic. Introducing steep tax hikes at this critical time will further burden our businesses, potentially leading to reduced production, layoffs, and, in many cases, closures. This would not only hurt our industry but also have a ripple effect across our state's economy, including lost tax revenue, decreased tourism, and reduced local employment opportunities.

I urge you to reconsider the structure and timing of this bill and to work with industry stakeholders to find a more balanced approach to support Oregon's alcohol producers. We are more than willing to engage in discussions to explore alternative solutions that foster both the state's economic interests and the sustainability of our local businesses.

Thank you for your attention to this matter. I look forward to the opportunity to engage in further dialogue.

Cheers

Ian McKinnon
Director of Production Operations
2 Towns Ciderhouse
[redacted]
ian@2townsciderhouse.com
www.2townsciderhouse.com

From: Josh Bialous
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:09:34 PM

You don't often get email from josh@coldfirebrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

--
Cheers!

Josh Bialous
General Manager Coldfire Taproom
[redacted] Eugene, OR 97401
Cell [redacted]

Work [redacted]

From: Meredith Bell
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:07:55 PM

You don't often get email from meredith@stateracellars.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges, myself included. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

Many thanks,
Meredith Bell

--
Meredith Bell
She/Her
Winemaker & Owner
Statera Cellars & EST Wines
[redacted]
/http://stateracellars.com/
/https://www.estwines.com/

From: Andrew Finley
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:03:27 PM

You don't often get email from andrew.finley@coldist.com. Learn why this is important

Good afternoon,

I'm writing to strongly oppose a proposed increase in Oregon's beer, wine, and cider taxes. As a lifelong Oregonian and beverage industry professional of 15+ years, I'm passionate about the unique cultural and economic benefits our breweries, wineries, and cideries bring to the state. Higher taxes would bring irreparable harm to these entities and impact my livelihood and that of my family.

There are two key elements to a tax increase that I would like to highlight:

1. *Alcohol Pricing as it Relates to Consumption*
    - The data supporting the inelasticity of alcohol demand is strong. Look no further than Scotland, where the world's first experiment with Minimum Unit Pricing for alcohol has been a failure. With 1277 alcohol related deaths in 2023 alone (the highest number since 2008), studies have seen problem drinkers responding to the policy by skipping meals to prioritize purchasing alcohol.

2. *Oregon Health Authority's Spending and Accountability*
    - With only 3% of Oregon's alcohol tax revenue spent on treatment services, it seems logical that a reallocation of existing funds should precede any new taxes. In addition, OHA's inability to account for 7.4% of their budget and their lack of data regarding money already spent would indicate that there are opportunities within our existing framework that should take priority over new taxes.

I greatly appreciate the work that the taskforce has done on this important issue, and would be happy to be a resource in the future should the need arise.

Thank you for taking these comments into consideration, cheers-

Andrew Finley
Sales Director | Portland
Columbia Distributing
Certified Cicerone® | WSET Level 2 Certified
[redacted] | andrew.finley@coldist.com
www.coldist.com

From: John Van Duzer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:02:38 PM

You don't often get email from john@vanhenionbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

My name is John Van Duzer and I am one of the owners of Van Henion Brewing Company.

We are a relatively new brewery located in Bend Oregon and have been open for two and a half years. At this point the brewery is still not making a profit but we are getting close! If the proposed increase in excise taxes were to pass, we would be in serious trouble financially and most likely would not be able to continue operating our brewery. The result of us having to close would result in the loss of jobs for our eight employees. For this reason and the many stated below we feel these taxes would be a fatal blow to many of the breweries in Oregon.

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.
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Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely,

John Van Duzer

Brewer / Founder

Van Henion Brewing Co.

Cell [redacted]



From: Brian Bovenizer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:01:35 PM

You don't often get email from brianbovenizer@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I'm sure you have seen many of these letters. I do hope you read these and read what everyone has to say, because this means a lot for Oregon Craft Breweries. I am normally a numbers person. I work in sales and marketing and numbers are key. There are a lot of numbers and reasons do be against HB 3610, but let me share something that avoids the numbers and gets to the point.

I moved to Oregon because of the craft beer industry. I didn't have a job, but I knew that Oregon had a robust craft beer industry and that Oregon Lawmakers supported craft beer. In the last few years, it seems that all of the growth that craft beer has brought to tourism, jobs and tax dollars is now being overlooked for other things. The overall craft beer industry has plateaued and now that we need the most help, Oregon is turning its back on Craft Beer for its own gain rather than helping it through a challenging time. We were there for you. Please be there for us. Please be there for the Oregon owned craft beer industry.

Larger, foreign organizations like Tilray (10 Barrel, Widmer), AB Inbev (Bud, Modelo, Goose Island) and Molson Coors (Coors, Miller, Blue Moon) can weather these tax increases, but it will leave smaller Oregon craft brewers to go out of business. The reason people travel here, the reason people move here and the reason people spend money in Oregon, continues to be Oregon Craft Beer. We have baseball teams named after Oregon Craft Beer. We have massive Hop Farms. If we turn our back on Oregon Craft Beer, we will lose another thing that makes Oregon so great. This tax bill will destroy Oregon Craft Beer and let's be honest, Oregon Craft Beer is not the heart of the problem here.

Addiction in Oregon is an issue, be it any drug, but I implore you to go into an Oregon brew pub and tell me honestly that it is Oregon Craft Breweries who are to blame and ultimately should pay an additional tax for addiction services. Go to any city and if you want a reliable good meal, good atmosphere and, you are going to go to a local brewery. Please, do not take that away from Oregon to put a band aid on a problem that is not rooted in Oregon Craft Beer.

Thank you for your time,

Brian Bovenizer

From: Adam Summerfield
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:00:15 PM

You don't often get email from adam@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

--
Adam Summerfield | Key Account Manager
e | Adam@pfriembeer.com
P | [redacted]
w | www.pfriembeer.com [redacted]Hood River, OR 97031

From: Bear Trim
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 11:59:40 AM

> You don't often get email from bear.trim@pfriembeer.com. Learn why this is important

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

--

BEAR TRIM | GENERAL MANAGER
pFriem Family Brewers
e. Bear.trim@pfriembeer.com
p. [redacted]
w. www.pfriembeer.com

[redacted]
Hood River, OR 97031

From: Jeffrey Huffman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 11:42:02 AM
Attachments: image001.png

You don't often get email from books@eyrievineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I work as an independent contractor providing accounting services to small, family-owned wineries, such as The Eyrie Vineyards. My services include bookkeeping, HR and payroll, tax compliance, and consulting. Wineries hire me because they desire a high level of accounting expertise but cannot afford a full-time person. As such, my work provides me an "insider's look" at the status of the Oregon wine business.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon the fourth largest wine producing state.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Since the pandemic, people are drinking less, and wine sales are down. Visitation to tasting rooms have declined. The wildfires of 2020 ruined nearly all that vintage. At the same time, production costs have increased substantially. Wineries raised wages for vineyard and winery production workers to offset the effects of inflation and retain skilled workers. Supply chain issues increased the cost of goods including barrels, bottles, diesel, and machinery.

At this difficult time in the industry, Oregon's lawmakers ought to be focused on how to support local vineyards and wineries. Imposing additional taxes on the industry does not further that goal.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing additional taxes on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to punish drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the global map of winegrowing regions.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.



Jeffrey Huffman – Winery Accountant

The Eyrie Vineyards
PO Box 697
Dundee, OR 97115-0697

Cell: [redacted]

Office: [redacted]

From: David Kroening
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 11:41:38 AM
Attachments: Outlook-rg43h0dl.png

You don't often get email from dave@buoybeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Thank you for your time and effort on reviewing these important topics for Oregon. I'm writing to make clear that increasing the tax on Oregon Beer, Wine, Cider and Spirits would be detrimental to the industry in Oregon. While we very much support responsible use as well as public services towards mental health and addiction recovery and treatment, the use of funding received from current taxes should be the first place to start. The current structure already uses revenue from our industry to prop up the state's budget and adding a larger tax burden will increase the challenge our locally owned businesses face. In addition, it will push consumers towards cheaper out-of-state national brands.

While Oregon has a strong craft beer industry, it has faced strong headwinds in recent times. Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Our hospitality industry is hurting and hurting in a big way.

Revenue and taxation of beer $8.7 billion, wine $7.19 billion, cider $300 million, and spirits $2 billion is the third largest source of revenue for the state. Yet only 3% of that tax revenue goes toward funding mental health and drug addiction recovery and treatment.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. We need certainty and stability in our tax code, not more taxes. Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. Oregon has been known for beer, wine and cider on an International level and is a key part of Oregon's identity. Imagine Oregon with no IPA or Pinot!

Respectfully,

David Kroening

President, Buoy Beer Company & Pilot House Distilling

Buoy Beer Company
Pilot House Distilling

[River Barrel Distributing]



From: Libby Newcomer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 11:37:22 AM

You don't often get email from libby@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

LIBBY NEWCOMER | MARKETING & CREATIVE SPECIALIST
e | libby@pfriembeer.com
p | [redacted]
in | www.pfriembeer.com

[redacted]
Hood River, OR 97031

From: Ryan Pappe
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 11:14:34 AM
Attachments: Outlook-A yellow a.png
Outlook-A white sq.png
Outlook-signature_.png
Outlook-A white le.png
Outlook-A white si.png

> You don't often get email from ryanp@hopworksbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I write today to contribute my comments regarding the potential excise tax increase on Oregon's brewing industry. I know that you are aware of how vital the brewing industry is to Oregon's identity, economy, and the wider agricultural and industrial sector. Despite the billions this industry contributes to the Oregon economy, Oregon breweries are struggling, trying to hang on through the headwinds of inflation, supply chain struggles, and employee retention. The power of the Oregon brewing industry lies in its ties to the wider Oregon agricultural and industrial landscape. The barley we use to brew our beer is grown in the Klamath Basin. The hops are grown outside Salem. We use fruit grown in the Willamette and Hood River valleys. When we get our canning line serviced, buy a new tank, or repair a failing pump, we are reaching out to technicians, fabricators, and machine shops right here in the Portland area. A blow to the brewing industry, and the wider alcohol production industry, in Oregon is a blow to the entire state's economy. And make no mistake, an excise tax increase would be the final straw for many in Oregon's brewing industry. Margins on our products are very slim. We employee 10 full-time Oregonians in our brewery, and our restaurant employs another 30 more. If excise taxes increase, we will not be able to keep our doors open and all of these employees with living wages and health benefits will be out of work. I do not want that for myself or all the wonderful people I work with, nor for the grain and hop farmers, the tank manufacturers and metal fabricators, nor the myriad other workers in industries that are intrinsically tied to brewing in this state. While it is obvious to all that Oregon (and the entire nation) is dealing with an addiction catastrophe, tying the funding to address that problem to the alcohol industry in this state will only tank the economy and decrease funding as hundreds of small businesses close. Oregon rightfully invests heavily in addiction and treatment services (spending more that 75% of the other states), but the opportunity to improve those services is not through bleeding dry small businesses, but through improved tracking and auditing of current spending and better management of the current model. This short-sighted proposed tax increase seems like an attack on the brewing industry instead of an attempt to solve the pressing opioid crisis. Please help support Oregon's struggling small businesses, do not increase alcohol excise taxes!

Thank you kindly for this opportunity to contribute to the discussion.

Ryan Pappe | Director of Brewing Operations
Hopworks Brewery - Portland
e: ryanp@hopworksbeer.com
p: [redacted]
w: hopworksbeer.com



From: Christopher Graham
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 11:10:59 AM

You don't often get email from christopher@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include dental, vision, and health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

-Christopher Graham

--
CHRISTOPHER GRAHAM | OPERATIONS MANAGER
e | christopher@pfriembeer.com
p | [redacted]
w | www.pfriembeer.com

From: Trevor Rogers
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 11:07:48 AM

You don't often get email from trevor@degardebrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Nobody discounts that drug and alcohol abuse is a problem. Nobody would argue that more should not be done to address it.
However, what we have is not a tax issue. It is an institutional failure.

Oregon Health Authority has failed to utilize its existing budget and all additionally procured and granted funding. It has also failed to account for all current spending, with an admitted $72 million dollars (more than twice the total beer and wine excise tax revenue for the same biennium) unaccounted for. Those unaccounted for funds alone are equivalent to hundreds of dollars for each person in the state currently suffering from *any* substance use disorder, or equivalent to $16.98 for every living person in the state.

Based on the ECONorthwest report commissioned by the Oregon Health Authority, we know that raising excise taxes on beer and wine is not an effective method to address problem alcohol consumption and abuse.
Raising beer and wine excise taxes by up to 2,444%, by far the highest in the nation, would result in the heaviest 10% of drinkers consuming an estimated 2% less. The report acknowledges that even this already ineffective decrease is optimistic, as many will likely switch to less expensive options (such as distilled spirits).
Lower consumption and correspondingly low damage/cost demographics would likely decrease their consumption to a modestly greater degree, but this provides more limited societal benefit at devastating cost to businesses, consumers and jobs.

OHA and other task force members have misrepresented and obfuscated the conclusions of the ECONorthwest report and other available reputable data in furtherance of their desire for increases in excise taxes to address problem alcohol consumption and increase funding. In fact, based on their own commissioned report, dramatically raising excise taxes on beer and wine would not result in a notable decrease in harms or abuse, nor additional revenue sufficient to manage the costs of excessive alcohol use.
Clearly, many involved are not arguing in good faith, and are pursuing an agenda unrelated to the task at hand.

Until we can have an open and honest discussion between all involved parties, we can't find solutions. When no person on this task force other than the beer, wine and cider industry representatives will admit to a conflict of interest, even upon specific request to do so (twice) during task force meetings, we are not debating honestly.

Spirit Alcohol/Distilled Liquor is conspicuously not part of this discussion, despite recognition that it is a disproportionate contributor to substance use disorder and related costs, particularly when priced out of parity by unit with other types of alcohol (1). It offers, by magnitude, the lowest cost per unit of alcohol option in the state of Oregon. It is equally notable that the distribution and sale of spirits is controlled by the state, and the minimum

price controlled by them. Setting a minimum base price of approximately double what it currently is, for *retail* sales of bottled spirits to consumers (maintaining current pricing to businesses), would bring the retail cost towards equivalence with the lowest priced beer, wine and cider options per unit of alcohol. It would also raise significantly more funds than any non-catastrophic excise tax increase to beer, wine and cider producers, and avoid the noted harms associated with significant cost increases to the hospitality and lodging industry. All while having a real and sizable effect on abusive consumption. Any real assessment and addressing of the issues needs to be comprehensive to find success, as noted in the ECONorthwest report.

From the National Institute of Health:

Mental, Neurological, and Substance Use Disorders: Disease Control Priorities, Third Edition (Volume 4)

"Evidence in HICs suggests that **higher prices for distilled spirits shift consumption to beverages with lower alcohol content, resulting in lower total intake. Enforcing minimum prices for a standard unit of alcohol is one of the most effective ways to reduce alcohol-related problems** (Babor and others 2010)." https://www.ncbi.nlm.nih.gov/books/NBK361941/ (1)

Here's more about our industry from industry task force representative, Ben Edmunds: "Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%."

Let's not use subterfuge to destroy a major industry in our state without at least having an honest discussion about realistic ways to fix our problems. The solutions I hear others proposing seem like kicking one of our state's great industries while it's down, to further their own agendas.

Here are my thoughts and proposals:

-If substance use disorder funding is a priority, the legislature should allocate more than the current 3% of collected alcohol revenue to funding for SUD.

-If substance use disorder funding is a priority, all organizations receiving SUD funding should appropriately and accurately budget, spend, and publicly account for SUD funding.

-If substance abuse disorder funding is a priority, the OLCC controlled base *retail* pricing per unit of spirit alcohol should be increased to such an extent that it is equivalent to what a standard retail price per unit of alcohol from beer, wine and cider are.

-If substance abuse disorder funding is a priority, the additional revenue from raising the retail minimum pricing on spirit alcohol should be devoted towards funding for SUD.

-If substance abuse disorder funding is a priority, excise tax rates and minimum pricing should be tied to inflation to ensure sufficient continued funding for SUD.

Thank you for your time and consideration.

Cheers,
Trevor Rogers

--
Trevor Rogers
de Garde Brewing
Brewer/Winemaker/Co-Founder/Co-Owner
Phone: [redacted] Cell: [redacted]
[redacted]
Tillamook, OR 97141

From: Tamara Roark
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:58:36 AM
Attachments: Outlook-horizontal.png
Outlook-Bend Cider.png

You don't often get email from tammy@bendcider.com. Learn why this is important

To whom it may concern

I oppose raising taxes on our hard cider company and here is why.
We are a small business that started from the ground up in 2019. We have worked tirelessly to build our business up to a point where we can actually hire an employee. Having a family with three children, kids wanting to go to college, running a family business and working so hard to just make it by has not been easy.

As we see in the beer industry, there is a struggle to stay afloat with so many new beverages hitting the market every day. The cider industry is not immune to this competition for market share. This competition leaves room for little growth.

If anyone is to have taxes raised, it should be the largest companies that are making it hard for small businesses, like ourselves, to get into chain stores.

Please do not raise taxes on the small/medium business' that are not at a point to absorb additional costs. The costs of ingredients and materials have already sky rocketed since Covid. Being a small business, we do not get the price breaks that large businesses get. We have to pay more because we order less. It doesn't make sense to raise taxes on small/medium businesses when we are already at a disadvantage.

Thank you for taking my opinion into consideration.

Tamara Roark

Tammy Roark
Bend Cider Co., Co-Founder



[redacted]
http://www.bendcider.com

Facebook: @bendcider
Insta: bendcider

From: Mark Harris
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Thursday, September 26, 2024 11:43:25 AM

You don't often get email from harrism@lanecc.edu. Learn why this is important

Dear Task Force Members,

I am writing to encourage you to place Oregonians in various stages of recovery and promote health above profits for alcohol manufacturers. I personally have been involved in the Substance Use Disorder field for 50 years, 40 of them in Oregon as a practitioner / educator / consultant. Since the 1990's one could not only characterize alcohol as "crime in a bottle", the death toll from alcohol related causes was second only to tobacco products. Certainly in any given year, it surpasses street drugs and opiates, though illicit fentanyl has certainly given alcohol a run for its money. It's long past time for the alcohol industry to begin to pay for efforts to reduce alcohol related problems.
As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden.

Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Mark Harris MA CADC I, MAC
Retired Lane Community College Coordinator of the Recovery Center
HIVA BHRN-LC 2

From: Amy Nist
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Thursday, September 26, 2024 11:30:32 AM

You don't often get email from amy.nist@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

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Thank you for your work on this task force.

Best,
Amy Nist

From: Robert Brown
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Thursday, September 26, 2024 11:27:51 AM
Attachments: message_v2.rpmsg

Robert Brown (robertbr@adaptoregon.org) has sent you a protected message.



Read the message

Learn about messages protected by Microsoft Purview Message Encryption.

Privacy Statement

Learn More on email encryption.
Microsoft Corporation, One Microsoft Way, Redmond, WA 98052

From: Chrystine Deuel
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Thursday, September 26, 2024 11:15:43 AM
Attachments: message_v2.rpmsg

Chrystine Deuel (chrystined@adaptoregon.org) has sent you a protected message.



Read the message

Learn about messages protected by Microsoft Purview Message Encryption.

Privacy Statement

Learn More on email encryption.
Microsoft Corporation, One Microsoft Way, Redmond, WA 98052

From: Ryan Atagi
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Thursday, September 26, 2024 11:58:46 AM

You don't often get email from ryan@cruxfermentation.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

--

Ryan Atagi
Head Brewer
Crux Fermentation Project
cell [redacted]

From: Madeleine McCarthy
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:42:38 PM

You don't often get email from mmccarthy@vonebertbrewing.com. Learn why this is important

Dear OLCC Taskforce on Alcohol Pricing,

I am writing to express my strong opposition to the proposed measure, HB 3610. This legislation poses a significant threat to the health of Oregon's beer industry, our state's commerce, and the livelihoods of thousands of Oregonians.

HB 3610 would impose excessive restrictions on alcohol pricing, which would have a devastating impact on the state's craft breweries and distributors. These businesses are already facing significant challenges due to rising costs, increased competition, and the ongoing economic downturn.

The proposed measure would:

- **Reduce consumer choice:** By limiting the prices at which alcohol can be sold, HB 3610 would reduce consumer choice and harm competition within the industry.
- **Damage small businesses:** Craft breweries, which are often small, family-owned businesses, would be disproportionately affected by HB 3610. Many of these businesses would be forced to close their doors, leading to job losses and a reduction in the diversity of Oregon's beer scene.
- **Harm Oregon's economy:** The beer industry is a significant contributor to Oregon's economy, supporting thousands of jobs and generating millions of dollars in tax revenue. HB 3610 would jeopardize these economic benefits.
-

I urge the OLCC Taskforce to carefully consider the negative consequences of HB 3610. This legislation would have a devastating impact on Oregon's beer industry, our state's commerce, and the livelihoods of thousands of Oregonians.

Not only would this affect thousands of Oregon jobs, but personally, it would cost my family their livelihood. My husband and I moved to Oregon so we could be part of the greatest craft beer movement the US has ever seen. We are both professional brewers at highly respected breweries, but if this measure were to pass, we would most likely be out of a job that we worked so hard to obtain. We recently bought our dream home here in Portland after years of saving up on a brewer's salary. We would be devastated if this measure were to go into effect, causing us to potentially lose our jobs, our home, and the joy that the Oregon craft beer scene has given to us every day since moving here 12 years ago.

Thank you for your attention to this important matter.

Sincerely,
Madeleine McCarthy
Lead Brewer at Von Ebert Brewing, and avid supporter of fermentation in Oregon.

Cheers,

Madeleine McCarthy (she/her)
Von Ebert Brewing
Lead Brewer- Glendoveer Brewery
[redacted] Portland, OR 97230
www.vonebertbrewing.com

From: Matt Sharpe
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:44:08 PM

You don't often get email from m.sharpe@2townsciderhouse.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

As a member of the Cider industry, I am personally and professionally invested in the state of Oregon's craft cider industry. I wish to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. Saying that raising taxes on cider will reduce addiction is a flawed statement that is not backed by any meaningful evidence.

Oregon already spends millions on addiction recovery. One of the highest per capita in the United States, yet the Oregon Health Authority has managed to misplace over $70 Million of funds dedicated to helping people in need of it.

The OHA has been making broad statements that an increase in taxes will benefit those suffering from addiction but have been unable to provide basic data on the number of patients, the utilization of recovery beds, or specifics on where capacity is strained. Without seeing how and where this increase in alcohol tax will be spent, I feel obligated to speak out against it.

This increase will affect millions of Americans, and be a massive blow to a great number of small craft breweries and wineries who will be unable to take the losses that this will surely bring about.

What is more, The OHA has actively suppressed data that contradicts the proposed tax increase. A study **they** commissioned found that taxes are ineffective at reducing excessive alcohol consumption. The results of this information were withheld due to the contradiction of the results, and what they wanted to accomplish.

I urge the task force to consider the impact of this decision and work on better management of existing funds over imposing new taxes on an already struggling industry.

Cheers,

--
Matt Sharpe
Special Events Manager
2 Towns Ciderhouse
Work [redacted]
m.sharpe@2townsciderhouse.com
www.2TownsCiderhouse.com

From:	Dru Allen
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Thursday, September 26, 2024 1:43:19 PM

You don't often get email from dru@comprisvineyard.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

As one of Oregon's small, family-owned wineries I am facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and we need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Dru Allen - *He/Him*
Proprietor/COO

From: Morgan Baer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:41:35 PM

You don't often get email from morgan.baer.777@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Best,
Morgan Baer

From: Moira B Sherry
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:39:25 PM

You don't often get email from moirabsherry@gmail.com. Learn why this is important

To whom it may concern within the OLCC,

Hello, may name is Moira Sherry, and I am a current employee within the Oregon craft beer industry, and have been for the last six years. I am also a proud graduate of the Oregon State University Food Science program, specifically focusing on Fermentation science, a degree and field of study choice I made with every intention of staying to work and live in Oregon ever since I moved here from Washington for my education 12 years ago.

There is a current, not unfounded in my opinion, deep concern regarding the potential for increased taxes on alcohol across the entire brewing industry in this state. We are a close knit industry who always look to support one another through tough times as best as we can, and we know that things that would be detrimental to the smallest of us are detrimental to the largest of us. An increased tax, no matter where in the process it would be levied, would ultimately be passed on to the consumer. At a time when craft beer is already shrinking due to rising materials and labors costs, an overall decline in drinking in Gen Z and younger (which is not something I necessarily decry per se), as well as competition with a multitude of other non-beer alcoholic beverage options, an increased tax would only seek to lower beer sales even further.

Brewing is absolutely an economy of scale industry, and the first of those to feel the pain would be our smallest breweries, but this increase in cost will also push up the chain to even our largest breweries, who may suddenly find they cannot afford to keep as many employees as they previously have. With current scale backs in the industry based on the aforementioned above trends, beer industry jobs are already becoming much more difficult to find, especially those that pay enough to live. This industry is my passion and if I have to move away from Oregon to continue following it I very well may, although it would break my heart. If I'm one of the lucky ones to be able to stay then I worry for all the friends I have across the industry who are some of the most talented and creative brewers in the nation that we may lose to other states where they can also continue to follow their passions.

Ultimately, there is a reason that Oregon Craft Beer is considered some of the finest in the country, if not the world. Levying another tax on it would place an undue burden on this industry during a time when things are already perilous for it and allow another region to come overtake us.

I strongly and wholeheartedly implore you all the reconsider a tax levied on alcohol specifically and look at other options for funding that would have less of an overall harmful effect on myself and those of us who work so hard to keep Oregon Craft Beer on the map.

Thank you,
Moira Sherry
Astoria, OR

From: Stephanie Camara
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:39:22 PM

You don't often get email from stephanie@thunderislandbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse,
OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Cheers,



From: James Laughlin
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:37:44 PM
Attachments: Outlook-qstow51i.png

You don't often get email from wineclub@domainedivio.com. Learn why this is important

To whom it may concern,

Please vote against this bill; do not raise taxes on wine. Many of us work on small, family-owned farms and make just enough to live. What may seem like a small increase to you, would result in life-changing consequences for us. The wine industry promotes and compounds so many industries in our states like tourism, food and beverage, lodging, hospitality, and so on. It is imperative that you vote against this bill to preserve our state's great culture and way of life.

Best,

_____

James Laughlin
Distribution Manager
Domaine Divio
Newberg, Oregon
[redacted]
In Office: Monday-Friday

Domaine Divio

From: Joan Olbrantz
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:35:19 PM

You don't often get email from joan@unionwinecompany.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you.

Joan Olbrantz
Creative Manager

Union Wine Company
Tualatin, Oregon
[redacted]

From: Jeff Boyd
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:23:25 PM

You don't often get email from j.boyd@2townsciderhouse.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
I am writing you to add to a myriad of voices that oppose this tax. The small craft cidery, beer, and wine industry simply cannot afford this tax. The business's that provide us the materials to practice our craft will also feel the pain of this unnecessary tax. The ripple effect you will create if you pass this tax is unmeasurable.
Fruit farmers, grain farmers, shipping companies, supply companies, equipment suppliers, the list is too long for this type of letter, but people in all of these industries will feel the burden you are placing on us as an industry with this tax.

Why you would want to increase Oregon unhoused, force small business out of business, and further add to the complicated matter of making sure Oregonians have access to basic needs- food, clothing, and shelter is beyond my comprehension. If you pass this tax, there are people that will become unemployed leading to disastrous outcomes.

Instead of creating a new tax, and more tax revenue, maybe you should shift your priorities to monitor where the current tax money is going? In the real world, if this tax is passed, there may be people who lose hours. For many of you $100 dollars is a laughable amount. For me, and many others, a $100 loss per month would be devastating, YET YOU CANNOT ACCOUNT FOR MILLIONS OF DOLLARS. Maybe you should allow people like me and my wife on a paycheck to paycheck budget to look at your books, I guarantee we could find where all the money is going, where it went, and we could prioritize what is necessary and what is not.

PLEASE QUIT LYING! When you pay for a research study, you cannot simply ignore that data, hide that data, or spin that data in order for you to justify and dignify your personal point of view- it defeats the purpose. Creating a task force of past addicts overwhelmingly outnumbering the industry is simply disgusting. I feel sorry for people with addictive personalities. I feel bad for people that have no support system and cannot escape mental abuse or physical abuse and turn to drugs and alcohol for relief. When you create a "taskforce" the voices and opinions should be varied and equally distributed. Voters have proved throughout Oregon history that some mind altering substances are accepted in our society. They have spoken, do not punish small craft cideries and breweries that give the best quality products and provide local jobs to placate a small percentage of the population.

Even some of those representing current or past addicts are getting paid for their services. Would it not be more effective to monitor those business's to make sure they are doing what they promise? It seems to me most addiction services that are actually effective long-term are not affordable for all people, only the rich. Diet, exercise, education, counseling, housing, these are things that are needed to ensure a complete success for addiction. How much money do they receive? Why are we not requiring more mental help from the non or little taxed, over inflated, grossly overpaid health care system? Why not increase taxes on those who make over one million dollars per year? There are more avenues for taxing other than business's that provide safety for local communities.

You will be punishing working class Oregonians furthering the the possibility that you may have an increase in the addiction you are trying to stop. People turn to drugs and alcohol during desperate times, and you a creating that with this tax.

Please take a further look at this. Do not ignore facts. Look at he entire picture. Think of how many people will have detrimental effects because of this bill. Look at your money! Where did it go? Where does it go? Who will it go to? Answer those questions first, reform your task force to be a fair and inclusive group, make people responsible for their actions, and only have people that have the decency to admit when they are wrong. THIS IS WRONG!
Thank you for your time,

--
Jeff Boyd
Safety Coordinator
2 Towns Ciderhouse
Corvallis, OR 97333
Office: [redacted]
j.boyd@2townsciderhouse.com
www.2TownsCiderhouse.com

From: Beachcrest Brewing Co.
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:17:10 PM

You don't often get email from matt@beachcrestbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is intrinsically linked to craft beer. Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages, and $8.7 billion in economic activity for the state each year. People visit our state because of our craft beer industry and locals support their local breweries as a way of life. Sadly, our state is down from nearly 400 breweries before the pandemic: we lost about 50 breweries, brewpubs, and taprooms in the last two years. Draft beer is down almost -30%, Oregon hop harvest is down -18%, and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic, and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before the passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement, and the 2024 legislative investment of $211 million for housing, mental health, and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Matt White, owner and brewer at Beachcrest Brewing Company, Gleneden Beach, OR

Matt White
Owner & Brewer
Beachcrest Brewing Company
www.beachcrestbrewing.com


BEACHCREST
BREWING COMPANY

From: John Gray
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:02:04 PM

You don't often get email from john.gray@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

--
JOHN GRAY | INVENTORY CONTROL
e | john.gray@pfriembeer.com
p | [redacted]
w | www.pfriembeer.com

From: Colin Duddy
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:58:25 PM

You don't often get email from colin.duddy@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Colin

From: Jonathan Opfer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:50:34 PM

You don't often get email from jonopfer@gmail.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

As a dedicated Oregonian and a passionate supporter of our craft cider industry, I feel it's important to express my concerns about the proposed alcohol tax increase under HB3610. While I understand the need to address Oregon's addiction crisis, I believe relying on a tax increase to do so is misguided, especially given the troubling lack of solid data to support this approach.

Oregon already invests significantly in addiction recovery, with some of the highest per capita funding in the nation. Yet, the Oregon Health Authority (OHA) has been unable to account for $72 million of those funds. This isn't just a small oversight—it represents a major gap in resources that could otherwise be helping individuals in need. Furthermore, the OHA has not provided essential data on recovery programs, such as patient numbers, bed utilization rates, or capacity shortages. Without this fundamental information, how can we justify increasing taxes?

It's particularly troubling that the OHA has suppressed data that doesn't align with their agenda. A study they commissioned found that taxes are ineffective at curbing excessive alcohol consumption, but this report was hidden because it contradicted their narrative. Such actions not only undermine trust but make it impossible to base policy decisions on real evidence.

Our craft cider industry is a vital part of Oregon's economy and cultural heritage. Small businesses like ours provide jobs, attract tourism, and contribute to the unique identity of the state. Raising taxes on these businesses won't solve the addiction crisis but will harm an already struggling industry.

I urge the task force to focus on transparency and better management of existing resources before considering new taxes. The data simply doesn't support this proposal, and our community deserves policies grounded in evidence, not assumptions. We are watching.

--
Jon Opfer
Concerned Citizen
[redacted]

From: Jeff Gaither
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:30:49 PM

You don't often get email from jeff.gaither@pfriembeer.com. Learn why this is important

Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

Thanks,

Jeff Gaither
Sales and Marketing Director
pFriem Family Brewers

From: Dick Smith
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 12:27:36 PM

[You don't often get email from dicksmith@bendbroadband.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

I have not read HB 3610, but do agree that taxes should be dedicated to issues created. Problem is this never happens because of political games. First hand knowledge is in education where districts who choose to have more than the state provides looses an equivalent amount of state funding unless they use a work around, such as paying for teachers outside of the system.
If this can be prevented, make sure to include in your supporting statement.
Sent from my iPhone

From: Cristina Flores
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Thursday, September 26, 2024 1:04:28 PM

You don't often get email from cristina@plazacomunidad.org. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

From: Kayla Warner
To: OLCC.Communications * OLCC
Subject: HB 3610 is Detrimental to Local Businesses
Date: Thursday, September 26, 2024 12:50:55 PM

You don't often get email from kmw5529@gmail.com. Learn why this is important

Hello HB 3610 Task Force and Oregon Lawmakers,

I'm the partner of a man who is the General Manager of Buoy Beer. Each day, he comes home and talks about how difficult the last few years after COVID have been for the local beer industry. I see him struggle every day trying to shift, keep jobs for his employees, continue to provide healthcare and benefits for his employees, and navigate the many roadblocks him and his company has faced since COVID-19 hit (not to mention, the collapse of their beloved building on the Columbia River, a historical landmark).

I'm writing today to urge you to understand how detrimental HB 3610 is to the microbrewery industry, and small local breweries in our town that keep Astoria thriving, including providing jobs and a robust tourist flow.

I'm also a public health advocate and believe it or not, this bill is NOT the right avenue to improve the mental health crisis we have in Oregon. Right now breweries are paying astronomical taxes on beer, when beer is not specifically the problem, it is the lack of mental health providers and attention to mental health resources.

Oregon breweries pay more taxes than 75% of other states, including our neighboring states. Additionally, beer sales have dropped and hop prices continue to rise. HB 3610 will gouge any micro breweries and put the "big guys" back into focus (Busch, Miller, etc.). Is that what we want? No. It isn't. And THOSE beers are actually more closely linked to drug and alcohol usage than craft beer.

Help our town of Astoria keep a robust economy and please do NOT put any more taxes on local breweries. Them and their employees have truly suffered enough.

Thank you.

Kayla Warner

From: Marty Doerschlag
To: OLCC.Communications * OLCC
Subject: HB3610 Comments
Date: Thursday, September 26, 2024 1:34:16 PM

You don't often get email from marty@flaneurwines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Marty Doerschlag
Founder/Owner Flaneur Wines
[redacted] Carlton, OR 97111
marty@flaneurwines.com
W: [redacted] M: [redacted]

From: Matt Dickason
To: OLCC.Communications * OLCC
Subject: HB3610 Opposition Letter
Date: Thursday, September 26, 2024 12:28:29 PM

You don't often get email from matt@2townsciderhouse.com. Learn why this is important

Dear Chair Sanchez and Members of the Task Force,

I am writing to express my concerns regarding the recently proposed HB3610, which introduces significant changes to the taxation of Oregon's alcohol producers.

As a member of the beverage manufacturing industry, I believe that the tax increases proposed in this bill will definitely impact our local producers, putting at risk the livelihoods of small businesses and threatening the economic stability of a sector that is integral to what we know are part of Oregon's roots.

Our industry has been battling several challenges over the past few years, which are no secret. Supply chain disruptions, increased material costs, and the residual effects of the pandemic just to name a few. Introducing steep tax hikes at this critical time will further burden our businesses, potentially leading to reduced production, layoffs, and, in some cases, closures. This would not only hurt our industry but also have a ripple effect across our state's economy, including lost tax revenue, decreased tourism, and reduced local employment opportunities.

I urge you to reconsider the structure and timing of this bill and to work with industry stakeholders to find a more balanced approach to support Oregon's alcohol producers. We are more than willing to engage in discussions to explore alternative solutions that foster both the state's economic interests and the sustainability of our local businesses.

Cheers!

Matt Dickason
Production Manager
2 Towns Ciderhouse
[redacted]
Matt@2townsciderhouse,com
www.2TownsCiderhouse.com

From: brandon whalen
To: OLCC.Communications * OLCC
Subject: House Bill 3610
Date: Thursday, September 26, 2024 1:43:19 PM

[You don't often get email from brandonjwhalen@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Hello,
I'm emailing because I am a brewer of 15 years and I care deeply about Oregon beer.
While I agree with the thoughts of the bill, any sort of tax on Oregon beer would be kicking an industry while it's down. Brewing is hard work. Running a brewery is hard with high overhead. Beer sales are already lower this year. I'm afraid of any tax or increase will see more loss of jobs and more closing of small businesses.
Craft beer is a huge part of Oregon culture. A culture to be proud of. People travel from all over to come here for the beer. Please don't make this industry grind to a halt.
Thank you
Brandon whalen

From: Weinstock Family
To: OLCC.Communications * OLCC
Date: Thursday, September 26, 2024 1:23:20 PM

You don't often get email from weinstock124@gmail.com. Learn why this is important

The tax increase will put a big strain on my new wine business. It's already a huge strain for me, and an increase in taxes will make it more difficult.
Joseph Weinstock
New winemaker at AVP Portland

From: Eric Banzer-Lausberg
To: OLCC.Communications * OLCC
Subject: Migration Brewing
Date: Thursday, September 26, 2024 12:52:24 PM

You don't often get email from eric@migrationbrewing.com. Learn why this is important

This Eric Co Founder of Migration Brewing. The proposed bill, HB 3610 would be crippling to our industry. If you didn't know the Craft Beer industry is down 10% overall in sales. Taprooms, Pubs and Grocery store business have suffered Post Covid along with the damage done to our beautiful city of Portland, Oregon.

We thrive together as a community to make a safe place for friends and family to gather and enjoy the wonderful food and beverage city and state we have created. There are already many breweries, and tap-houses that have already closed or are hanging on by a thread.

All of us understand the importance of alcohol education and treatment but our industry does not promote excessive drinking and instead we build communities, provide jobs and many give employees access to insurance and benefits including counseling for both addiction and mental health.

Please don't further damage us upon all the challenges we've had to overcome the last 5 years. Our state is known for its outstanding food and beverage experience world-wide and I would like to think everyone agrees how important this is to our state.

Thanks for your consideration.

HB 3610 - Task Force on Alcohol Pricing and Addiction Services

--
Eric Banzer-Lausberg (he/him)
Sales Director and Co-Founder
eric@migrationbrewing.com | Cell: [redacted]



BUSINESS OF THE YEAR

Website | Instagram | LinkedIn

From: Bob Savage
To: OLCC.Communications * OLCC
Subject: No new taxes
Date: Thursday, September 26, 2024 12:31:22 PM

You don't often get email from bob@cruxfermentation.com. Learn why this is important

With inflation starting to drop, why would the state want to increase taxes of the good people within our state?

Each tax (excise) increase, manufactures have no recourse but to increase their price to the consumer. As citizens in a state that has a cost of living higher than the national average, why are we making it more difficult for individuals and families to just get by? An increase in excise tax will decrease the amount of product sold putting a strain on a already delicate industry that has created thousands of jobs for hard working Oregonians.

Please do not add any additional excise tax. Our jobs rely on it.

Best Regards,

--
Bob Savage
Controller
[redacted]

From:	Rose Fuller
To:	OLCC.Communications * OLCC
Subject:	Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date:	Thursday, September 26, 2024 12:30:27 PM
Importance:	High

You don't often get email from rfuller@nwfs.org. Learn why this is important

Task Force On Alcohol Pricing and Addiction Services

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, **the state reported Oregon related deaths have increased from six to eight a day** over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force. Rose Fuller

Respectfully "Is mise le mas"

ROSE FULLER (SHE/HER) – EXECUTIVE DIRECTOR
[redacted] Portland, OR 97222
[redacted] (w) | [redacted] (f) | rfuller@nwfs.org
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****

From: Evan Bellingar
To: OLCC.Communications * OLCC
Subject: Wine Tax
Date: Thursday, September 26, 2024 1:35:34 PM

You don't often get email from evanbellingar@gmail.com. Learn why this is important

To whom it may concern,

Please don't raise the wine tax.

Evan Bellingar
Founder, Bellingar Estates

From: Jason Wyatt
To: OLCC.Communications * OLCC
Subject: 3610 Comments
Date: Thursday, September 26, 2024 1:51:48 PM

You don't often get email from wyatt.oregon@gmail.com. Learn why this is important

Feel free to tax all you want. But just be aware that you've had a huge population loss in Oregon. People are tired of it. They're tired of you. And you can add my family of five and our $200k family income to that mass exodus if you approve this additional beer tax. Enough is enough.

Jason Wyatt
Springfield, OR

From: Nathan Cope
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:30:42 PM

You don't often get email from ncope@vonebertbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

As an employee in the beer industry, I've endured my job through a global pandemic, record closures of breweries, taprooms, and bars across this state. We have faced and so far conquered these challenges and many more, but a tax on the beer industry could be the last straw. I have a 3-year-old and 1-year-old and a wife at home who depend on me going out every Monday through Friday and selling beer to all of the amazing businesses across this great state. Imposing a tax would make my job as a Sales Manager be the first to get cut and would impact more families across Oregon.

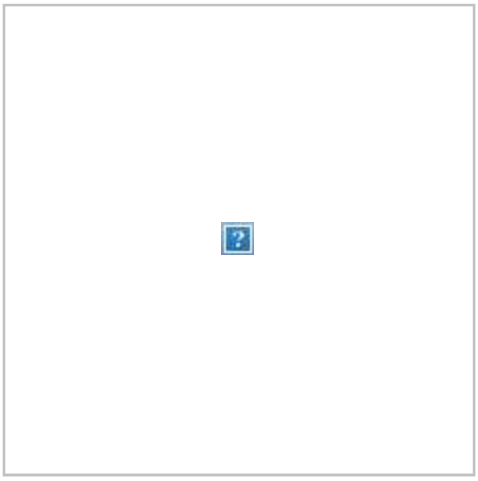
I deeply sympathize with families and victims who have been rocked by the fentanyl crisis. This is hardly an Oregon problem, and more a country wide issue. I firmly believe that beer and alcohol is not the problem in this equation. I am all for ideas and open conversations on how to curb the drug problem we are facing, but again, imposing a tax on the beer community would not only alter the lives of us directly in the brewery industry and our families, but the businesses we supply our products to. Bars, taprooms, and breweries would have to significantly raise prices, on top of the insane cost of goods and inflation on the brewery side, would immediately force the hand of brewery owners to shut down operations almost immediately.

I strongly oppose this bill and urge our lawmakers to find ways to help the fentanyl problem by not gutting our entire state with more senseless taxing on everyday goods and luxuries. Please don't put the over 50,000 of us out of work and the uncountable amount of families that would be rocked by the loss of jobs that will come if this bill gets passed. This industry is already hanging on by a thread and passing this bill would certainly go a long way in eliminating the craft beer world we have so carefully cultivated for the last 30+ years. Thank you for your consideration.

Cheers,

Nathan Cope

Nathan Cope
Sales Manager
Von Ebert Brewing
[redacted]



From: Tracy Fox
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:28:49 PM

> You don't often get email from tracy.fox@coldist.com. Learn why this is important

OLCC Task Force,

I'm writing to voice my strong opposition to the proposed tax increases on beer and wine. Working in the Beer and Wine industry for my entire career, including at Columbia Distributing, I am deeply concerned about the impact such a tax would have on the industry, businesses, and families like mine.

Restaurants are already suffering from high costs, crime, and the ongoing economic challenges. Raising taxes will drive up prices even further and could lead to more closures.

Additionally, with the Oregon Health Authority unable to account for millions of taxpayer dollars, I believe it's crucial to focus on accountability rather than increasing taxes.

Please oppose this harmful proposal.

Sincerely,

Tracy Fox
[redacted]
Wilsonville, OR 97070

From: Kristen Smith
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:21:56 PM

You don't often get email from kristen@archrockbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

As an owner of a brewery in Oregon I am writing to comment on the proposed tax rate increase for breweries. A tax increase would put our small brewery out of business, we are operating on very low profit margins and just treading water and barely staying afloat.

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes.

Cheers,

-- Kristen Smith

Co-Owner
Arch Rock Brewing Company

From:	Deepak Sawhney
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Thursday, September 26, 2024 2:20:48 PM

[You don't often get email from roshnivineyard@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

I am writing as a small vineyard and micro boutique wine owner of Roshni in Willamette Valley to urge you not to raise taxes on wineries or to eliminate the exemption on small wineries.

The wine industry is critical to Oregon's tourism, yet the wine industry has been besieged with financial struggles since the 2020 pandemic--closures, supply chain issues and rising costs and scarcity of labor, glass, and other supplies. Tourism and sales are down measurably this year, and just in the past six months I've seen more articles urging that people should not drink alcohol at all.

We are primarily farmers, selling the majority of our pinot noir grapes and keeping only a few tons for our own brand. Being taxed at a higher rate or losing the exemption for small wineries will be a disproportionately heavy financial hit, when the market is already in a downturn.
Sincerely and with best wishes,
Sinclair Sawhney
Co-owner with Deepak Sawhney of Roshni Vineyard in McMinnville OR
Sent from my iPhone

From: Nicolette
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:20:45 PM

You don't often get email from nicolette@youngberghill.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Nicolette Nickolaou
Owner, Youngberg Hill
McMinnville OR 97128

YOUNGBERG HILL

From: Tony Rynders
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:18:58 PM

You don't often get email from tony@tendrilwines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are markedly down.

The winery that I own is facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. I need certainty and stability in this tax code. Please DO NOT raise my taxes.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I strongly oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,
Tony Rynders

Owner/Winemaker
Tendril and Child's Play Wines
www.tendrilwines.com

From: Emma Vieregg
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:17:52 PM

[You don't often get email from emma@etfillewines.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

--
Cheers,

Emma Vieregg
Guest Services Manager
Et Fille Wines
[redacted]

From: Kim McLeod
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:16:15 PM

You don't often get email from kim@anneamie.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you,
Kim

Kim McLeod

Sales & Marketing Director
Anne Amie Vineyards
[redacted]
kim@anneamie.com
www.anneamie.com

From:	Julie Mettille
To:	OLCC,Communications * OLCC
Subject:	HB 3610 Comments
Date:	Thursday, September 26, 2024 2:04:05 PM
Attachments:	Outlook-A black tr

You don't often get email from julie@ambarestate.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

AMBAR

Julie Mettille
General Manager – Ambar Estate
[redacted] Newberg, OR 97132
P: [redacted] C: [redacted]
Willamette Valley's First Regenerative Organic Certified® Vineyard

From: Amanda Conley
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:03:31 PM
Attachments: image001.png
image002.png

> You don't often get email from amanda@dobbesfamilywinery.com. Learn why this is important

This would make an industry that is already struggling and about to fall apart (take a look at WA). The wine industry, if given some time to recover fires and a recession is a revenue and tourist driving industry. We're full of small producers MAKING IT BY. This tax increase is the last thing the community needs right now.

Thank you,



Amanda Conley | Direct to Consumer Sales Manager
Cell: [redacted]
Office: [redacted]
[redacted] | PO Box 517 | Dundee, OR, 97115
www.dobbesfamilywinery.com
www.winebyjoe.com



From: David Takush
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:59:18 PM

You don't often get email from davidtakush@gmail.com. Learn why this is important

Dear HB3610Task Force Members,

I am writing as a concerned Oregon citizen and as an Oregon State University Alumni and College of Agricultural Sciences Luminary Award Recipient. I am appalled at the blatant manipulation of data and the intentional misrepresentation of the truth presented by the Oregon Health Authority and Representative Sanchez. As a scientist it is offensive to see misinformation being weaponized against local Oregon businesses. As an Oregon citizen it is alarming to see the misuse of funds by the OHA and the lack of any accountability whatsoever.

- Oregon already has some of the highest per capita funding for addiction recovery in the United States, yet the Oregon Health Authority (OHA) has failed to account for $72 million of these funds.
- It is disturbing that Chair Sanchez chose to extend the task force's deadline and open a public comment period only after realizing that the majority of the task force members did not support a tax increase.
- The OHA has actively suppressed data that contradicts their push for higher taxes. A study they commissioned found that taxes are ineffective at reducing excessive alcohol consumption, yet this information was withheld because it didn't align with their agenda. This lack of transparency is not only unethical but also undermines public trust in our institutions.
- The OHA has been unable to provide basic data on the number of recovery patients, the utilization of recovery beds, or the specific areas where capacity is strained. Without this data, how can we justify the need for more funds?

I am strongly opposed to raising Oregon's alcohol taxes and I am urging task force members to reject any attempts to raise alcohol taxes on Oregon's already struggling craft wine, beer, and cider producers.

David Takush
M.S. Oregon State University - Food Science & Technology
Alumni Luminary Award Recipient 2018
Member of the NWCA
Member of the ACA

From: andrew@finnriver.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:58:30 PM

You don't often get email from andrew@finnriver.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

The Pacific Northwest is home to the vast majority of America's cideries because we're uniquely an area with an abundance of fruits, such as apples, pears and berries. Cider is truly one of Oregon's original homegrown products. And half of Oregon's roughly 70 cideries are women-owned businesses.

But Oregon cidermakers are facing major challenges. Between inflation on the cost of ingredients (100% increase in fruit juice prices!), supply chain issues, employee shortages, natural disasters, wildfires and a pandemic, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, the Oregon Health Authority (OHA) presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from cider, beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

As a Washington State Cidery and member of the NWCider Association the success of Oregon Cideries is paramount to the bio-regional identity that we co-create. I do business in Oregon as good neighbors do. I buy apples grown in Oregon, and I want a successful Oregon Cider Industry and a successful Oregon State. The details of this legislation do not support both of these goals and I stand with my Oregon compatriots in opposing this bill.

Cider is a vital part of Oregon's economy and identity, and its cidermakers need the support of Oregon lawmakers. I oppose raising Oregon's cider taxes and you should too.

Cheers,

Andrew Byers he/him
Operations Director
Finnriver Farm and Cidery
[redacted]
Finnriver.com

From: Jessy Hill
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:54:20 PM

You don't often get email from jessy@artistblockwine.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

According to the OR winegrowers association, Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down. Our winery is a startup, only a year old, and on shaky ground enough. We need the help of our lawmakers to remain in this business that we so love by protecting our tax code and not raising them.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers. THE MARK HAS BEEN MISSED HERE.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map. Most of these wineries are small businesses that have to constantly fight an uphill battle to stay competitive.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Jessy
--

Image

Jessy Hill
General Manager
[redacted]
jessy@artistblockwine.com
www.artistblockwine.com
[redacted] Dundee, OR 97115

From: Spencer Spetnagel
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:53:29 PM

> You don't often get email from spencer@durantoregon.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Spencer Spetnagel
Winemaker
D U R A N T | @durant_oregon
Durant Vineyards | Durant Olive Mill
Durant at Red Ridge Farms
[redacted]
Dayton, OR 97114
[redacted]
spencer@durantoregon.com

Currently Enjoying: 2021 Coyote Pinot Gris

From: Ryan Nicolai
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:49:17 PM

You don't often get email from ryan.nicolai@gmail.com. Learn why this is important

To whom it may concern,

I am writing this letter to vocalise my staunch objection to the proposed increase in taxes on the alochol production in the State of Oregon for three specific reasons.

My first reason to oppose this measure is the irreparable impact a tax increase would have on small and medium sized business in the State of Oregon. The vast majority of beer produced in the state is made by companies of fewer than 250 employees. Large national breweries would barely be affected by this increase in comparison to the employers within out state due to the massive economies of scale for these chain breweries. This means more businesses shutting down. Further, brewers are already incredibly underpaid as an industry. This tax would impact employers abilities to provide the necessary pay increases in the future. If we as a state believe in the ability to provide our employees with fair wages, retirement accounts, healthcare and safe work places, we must not allow this bill to increase the taxation on alcohol production.

My second reason to oppose this tax is that Oregon has currently, to my understanding, the highest tax rate per barrel of beer produced int he nation. With most breweries being smal and medium businesses, their operating costs are significantly high. In review of my former companies financials we ran with approximately 15% net revenue on a per barrel state. The average 1/2 barrel of beer produced in Oregon costs about $200, meaning most breweries are averaging $30 in net profit per barrel. Increases to an antiquated tax under the guise of alcohol rehabilition is unnecessary.

Finally, as a resident of the State of Oregon, I oppose any taxation on the production of goods sold within our state. Ultimately, this tax would be passed along to the consumer. Oregon residents are taxed in a multitude of ways, the primary of which being state tax on our income. By placing pass-through taxes on goods and services, the OLCC and Oregon leadership are double-taxing it's residents to serve a purpose that is not needed. Add to this the fact that there is no information regarding how much of an increase this bill proposes is concerning. Perhaps if leadership was more transparent with their plans here, those impacted by this choice would be more willing to have a dialogue on this increase; but the fact that there isn't even a mention of how much this bill proposes to increases taxes by is inherently blinding us from being able to have a reaosnable discussion about this proposal.

Sincerely,

--
Ryan Nicolai

From: Grey Horton
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:49:12 PM

You don't often get email from greyhorton@gmail.com. Learn why this is important

As a long time beer lover, I'm concerned that many small breweries are barely profitable and this excise may shutter quite a few, putting skilled, hardworking Oregonians out of work. I have many friends who do or have worked in the brewing industry here and can't imagine things going better for them or their breweries if this comes to pass.

Like many Oregonians, I very much do not like anything that 'feels' like a sales tax, so the proposed method of taxation is extremely unappealing. What works with cannabis, an entirely new legal product, may not sit well with such a long established market as beer in Oregon. I can't imagine paying an extra fee every time I order a pint at a bar.

As a teacher, I am firmly convinced that the biggest key to preventing alcohol addiction is better support of children both in and out of school. Both intergenerational trauma and individual trauma (especially when young) play a much larger role in alcohol addiction than the availability and price of alcohol.

It's hard to be a good parent in this economy with many parents working two jobs in addition to both parents working. During Covid I saw many students who had to take care of younger siblings because both parents were at work. The parents, children, and teachers need more help. This would make a much larger difference than any tax or program the OLCC could institute.

I hope that the OLCC discusses these topics with other departments to determine if the proposed program even makes sense for the OLCC.

-Grey Horton

From: Brian Cluver
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 1:47:50 PM

> You don't often get email from brian@johanvineyards.com. Learn why this is important

To whom it may concern

Our business that employs a number of people is currently struggling under the burden of inflation pressures, high taxes, and cheap imported competitors.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Another tax will result in decreased sales and loss of work for our team.

Regards,

Brian Cluver
he/him/his

General Manager
mobile: [redacted]
email: brian@johanvineyards.com
[redacted] Rickreall OR 97371

From: Jesse Yun
To: OLCC.Communications * OLCC
Subject: HB 3610 Opposition
Date: Thursday, September 26, 2024 2:00:57 PM

You don't often get email from jesse@ecoshuttle.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is renowned for its more than 1,100 wineries and 1,500 vineyards, contributing significantly to our economy by creating 50,000 jobs, generating $2.4 billion in wages, attracting 2.3 million tourist visits, and driving $8 billion in economic activity annually. However, in the wake of the pandemic, there has been a decline in wine consumption and sales.

The small, family-owned wineries and growers are facing unprecedented challenges, including decreased sales and foot traffic in tasting rooms, rising employee costs, natural disasters, supply chain disruptions, and escalating expenses for goods. These local businesses need the support of lawmakers to thrive, which means ensuring stability and certainty in our tax code rather than imposing new taxes.

There is currently ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority has reported that it cannot account for $72 million —over 7% of its spending on substance use disorder programs in 2021-2023—and has yet to utilize all allocated funds. This missing amount is double what the state collects from wine and beer taxes each biennium. If enhancing substance use disorder funding is a legislative priority, we urge the legislature to leverage more than the existing 3% of alcohol revenues before considering tax increases that would further burden our already struggling local businesses.

At ecoShuttle, we believe that wine tourism is not just vital for the economy but also a key component of Oregon's identity. We advocate for sustainable transportation solutions that support wineries and enhance visitor experiences. By investing in eco-friendly transit options, we can promote responsible tourism and foster a stronger connection between visitors and our local wine culture.

Wine is a cherished part of Oregon’s economy, and our wineries and growers deserve robust support from our lawmakers to continue producing the world-class wines that have put Oregon on the map.

Therefore, I oppose raising Oregon’s wine privilege tax and encourage lawmakers to stand with our local wine industry and sustainable transportation initiatives.

Thanks for your time,

Jesse Yun

VP/Director of Sales | *ecoShuttle Charters & Tours*

P: [redacted]
C:
F:
E: Jesse@ecoshuttle.com

Weekend/Night Dispatch:

[redacted]

ecoshuttle.com

Please take a moment to share your experience with us:

Confidentiality Notice:

Notice:This message is intended for the sole use of the addressee, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not the addressee you are hereby notified that you may not use, copy, disclose, or distribute to anyone the message or any information contained in the message. If you have received this message in error, please immediately advise the sender by reply email and delete this message.

From: John Bell
To: OLCC.Communications * OLCC
Subject: HB 3610 Task Force Comments
Date: Thursday, September 26, 2024 2:16:13 PM

You don't often get email from john@cathedralridgewinery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries (like our 20 year old, second generation business), and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

John

John Bell
President & COO
Cathedral Ridge Winery

(M) [redacted]
john@cathedrlridgewinery.com

From: Whitney Burnside
To: OLCC.Communications * OLCC
Subject: HBC 3610
Date: Thursday, September 26, 2024 2:18:21 PM

You don't often get email from whitney@grandfirbrewing.com. Learn why this is important

Dear Oregon Lawamakers,

Oregons beer industry has been in major trouble for years now since the pandemic. With many closures due to inflation and the lack of business. Portland has been very slow to come back from the pandemic and we are still trying to stay afloat. Portland has become a destination for its beer and wine. Most of Oregon's breweries are small businesses. This proposed beer tax would absolutely cripple the beer industry in Oregon for everyone and put so many individuals out of work.

I started Grand Fir Brewing with my husband in November 2022 without any investors. We pooled our savings and are trying everything we can to keep our doors open. This brewery is not only our passion, it is the only thing we have. This tax increase would not only shut our doors, but it would put us and others in a horrible situation. We would lose everything we have including our house and cars.

Please do not let this outrageously huge tax increase happen.

Best,

Whitney Burnside
Brewmaster/Co-Owner
Grand Fir Brewing
c: [redacted]
https://www.grandfirbrewing.com

From: Scott Neal
To: OLCC.Communications * OLCC
Subject: House Bill 3610 Comments
Date: Thursday, September 26, 2024 1:54:22 PM

You don't often get email from scott@cdtvineyard.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Our valuable wineries in Oregon help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less the pressure on our small family owned winery is extreme and the outlook for the near future continues to look bleak.

Like our winery, most of Oregon's wineries are small, family-owned wineries trying to navigate a changing landscape and endeavor to be good community citizens. Between the decline in sales and visitation to tasting rooms, rising employee expenses, supply chain issues and increasing cost of goods, our business needs the support of lawmakers more than ever to remain viable. And that means certainty and stability in our tax code, not more taxes.

From what we see, there is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. The legislature should utilize more than just taxes on alcohol revenues to fund alcohol recovery programs and look to hold OHA to properly utilize their current funding before proposing tax increases on already struggling Oregon businesses. Frankly, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate and responsible consumers.

Wine is a vital part of Oregon's economy and identity, and we are stewards of our lands and contribute to our rural community's viability. Wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map and continue to provide prosperity for many of our smaller communities.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Best regards,

Scott Neal
Owner/Winemaker
[redacted]
www.cdtvineyard.com

From: Anthony Van Nice
To: OLCC,Communications * OLCC
Subject: I Oppose Raising Oregon"s Wine Privilege Tax
Date: Thursday, September 26, 2024 1:59:53 PM
Attachments: image001.png

You don't often get email from anthony@solenaestate.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Anthony Van Nice

SOLÉNA

Anthony Van Nice
President of Soléna Estate
[redacted] Yamhill, OR 97148
M: [redacted]

From: Boyd Pearson
To: OLCC.Communications * OLCC
Subject: Strong Opposition to Any Proposed Tax Increase
Date: Thursday, September 26, 2024 1:52:19 PM

You don't often get email from boyd@anneamie.com. Learn why this is important

Dear Members of the HB 3610 Task Force,

I am writing to express my strong opposition to any proposed tax increase on wine under HB 3610. As a member of Oregon's wine industry, I believe it is important to voice concerns about how such a measure could negatively affect our industry, which is not only a vital part of Oregon's economy but also a significant point of pride for our state.

Oregon already has one of the highest tax rates in the country. Businesses and wealthy individuals are leaving the state due to these high costs.

See here: **Survey: Business leaving due to taxes**
https://oregonbusinessreport.com/2021/10/survey-business-leaving-due-to-taxes/

And here: **Survey Shows Stunning Number of Businesses are Considering Leaving Oregon Due to Taxes**
https://oregonbusinessindustry.com/survey-shows-stunning-number-of-businesses-are-considering-leaving-oregon-due-to-taxes/

And here: **Portland Has Highest Income Taxes in the U.S.: Are We Getting Our Money's Worth?**
https://cascadepolicy.org/tax-and-budget/portland-has-highest-income-taxes-in-the-u-s-are-we-getting-our-moneys-worth/

Introducing a further tax increase, particularly on an industry that has been one of Oregon's success stories, seems extremely counterproductive.

The wine, beer, and spirits industry in Oregon contributes significantly to both our state's economy and reputation. Instead of targeting this sector for additional taxes, we should be celebrating and supporting it. The industry creates jobs, promotes tourism, and serves as an ambassador for Oregon's unique culture and craftsmanship.

I urge the Task Force to consider the broader implications of this proposal and to focus on solutions that foster growth and sustainability within the wine industry, rather than placing additional burdens on businesses that are already feeling the pressure of high taxes and economic uncertainty.

Thank you for your consideration. I hope you will act in support of Oregon's thriving wine community, rather than imposing further financial strain on an industry that has

done so much for our state.

Sincerely,
Boyd Pearson

Boyd Pearson
National Sales & Marketing Manager
Anne Amie Vineyards
[redacted] - Winery
- Mobile
boyd@anneamie.com
www.anneamie.com

From: Ron Benza
To: OLCC.Communications * OLCC
Subject: View on Wine Tax Increase
Date: Thursday, September 26, 2024 2:25:11 PM

You don't often get email from ron@benza.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.
Best—Ron Benza,
Owner, Benza Vineyards

Ron Benza

P: [redacted]
E: ron@benza.com
A: [redacted] Hillsboro, OR 97123

Benza.com

From: Paul Brown
To: OLCC.Communications * OLCC
Subject: FW: Help us say NO to new alcohol taxes
Date: Thursday, September 26, 2024 3:08:26 PM
Attachments: 09.25.24 Steffanci HB 3610 Public Comment.docx
3610TaskforceRecommendations.pdf

You don't often get email from paul.brown@coldist.com. Learn why this is important

I have again been prompted to send an email saying we should oppose this tax increase so I am following up to my previous email by forwarding the original email that was sent to coerce myself and my colleagues to oppose the common-sense legislation to draw taxes from highly profitable luxury goods. This kind of tactic is decidedly underhanded and relies on the ignorance of the average employee in regards to political issues that would cause them to oppose the worldview of their company leadership.

Please feel free to use this email as an example or to put me on official record. I stand by these statements with the confidence borne of a high degree of knowledge about the situation at hand.

Sincerely,

Paul Brown
EDI Processing Specialist
Customer Service ([redacted]
Direct Line: [redacted]
Columbia Distributing Homepage
Paul.Brown@coldist.com
[redacted] Wilsonville, OR 97070



From: Chris Steffanci <Chris.Steffanci@coldist.com>
Sent: Wednesday, September 25, 2024 9:49 AM
To: Branches - Oregon <Branches-Oregon@coldist.com>
Cc: ELT <ELT@coldist.onmicrosoft.com>
Subject: RE: Help us say NO to new alcohol taxes

Here are the documents that were mistakenly left off the first email.

From: Chris Steffanci
Sent: Wednesday, September 25, 2024 9:40 AM
To: Branches - Oregon <Branches-Oregon@coldist.com>
Cc: ELT <ELT@coldist.onmicrosoft.com>
Subject: Help us say NO to new alcohol taxes

Oregon Teammates,

I'm asking for your help. This is **NOT** mandatory; it is entirely voluntary. But I hope you will act today and help protect our business in Oregon.

You may have seen recent articles about increasing beer and wine taxes in Oregon, and you no doubt recall a legislative task force was established to consider the "benefits and drawbacks of imposing taxes on beer and wine," among other things. The task force is wrapping up its work and is looking for public feedback—a public comment period will start today at 9:00 a.m. and close Friday, September 27th, at 5:00 p.m.

Please send an email opposing higher beer and wine taxes. It is easy and does not need to be long. You can use your coldist.com account or your personal email address. I have included a copy of the email comment I am sending for the company and a copy of the recommendations from our ally partners participating in the task force. Please feel free to use information from these sources for your email comment.

Step 1: Email to - OLCC.Communications@olcc.oregon.gov

Step 2: Subject Line – HB 3610 Comments

Step 3: Start the body of the email by telling them you **oppose any new taxes on beer and wine**. You should feel free to tell them you work for Columbia or in the industry, but you do not have to. The best comments are personalized; let them know how a tax increase would impact you, your family, and our customers. It can be as simple as two or three sentences.

Here are some additional items to consider including:

- OR Health Authority (OHA) must be held accountable before being given more taxpayer money.
  - OHA testified to the task force that they cannot account for $72 million in funds.
- Money is not the problem; the problem is the lack of planning and accountability.
- Alcohol taxes do not stop problem consumption, including excessive or teen drinking.
- Use existing taxes to solve substance use disorder. Only 3% of the current tax is used to fund such programs.
- Higher taxes will harm our brewers, wineries, and hop growers – all of which are money generators for the State.
- With high prices and inflation, now is not the time to increase taxes.
- Higher taxes will impact my livelihood and that of my family.

Step 4: Sign your name and address

Step 5: Send

If you volunteer to help protect our business – thank you, and please encourage your family, friends, and customers to do the same. If you have any questions or concerns, reach out to Steve Gibbs, VP of Government Affairs, at steve.gibbs@coldist.com

Thank you for all you do

Chris Steffanci
CEO
Columbia Distributing
Office: [redacted]
www.coldist.com

Join us on Facebook and Instagram for fresh brews, beverage news and community events!

Dear HB 3610 Task Force and Oregon Lawmakers,

On behalf of our entire team at Columbia Distributing, I am writing to firmly oppose a proposed increase to Oregon's beer, wine, and cider taxes.

Our government agencies should support Oregon's $17 billion beverage alcohol industry—the third largest source of revenue in the state and vital to our identity and economy. Our government agencies should also help the 100,000+ Oregonians who continue to build their lives through our family-wage jobs. This includes the 1,400 Oregon-based teammates I proudly employ at Columbia in every corner of the state.

Our company is honored to work with some of Oregon's nearly 400 breweries and brewpubs. They've created 50,000 jobs, $2.8 billion in wages each year, and contributed $8.7 billion in economic activity for the state. Oregon's 1,000 wineries and 1,300 vineyards support the livelihoods of more than 50,000 Oregonians, generate more than $2.4 billion in wages, and contribute $7.19 billion in economic activity. It is also responsible for 2.3 million tourism visits annually. And Oregon has at least 70 cideries – mostly women-owned and operated – generating $300 million for the state.

The OHA's argument that higher taxes will address substance abuse is flawed. The agency has already received substantial funding for addiction services, yet a significant amount remains unaccounted for. The missing $72 million from SUD programs shows a need for better oversight rather than increasing taxes on struggling businesses.

We need to prioritize the effective use of existing funds to address addiction rather than burdening this industry with higher taxes. Beer, wine, and cider are all integral to Oregon's culture and economy and deserve support.

I urge you to consider the long-term impact on our economy and oppose any tax increases.

Thank you.

Sincerely,
Chris Steffanci, CEO &President
Columbia Distributing
[redacted]
Wilsonville, OR 97070

The following recommendations are submitted by HB 3610 Taskforce members Jamie Floyd, Marcus Reed, Fawn Barrie, Jana McKamey, Aaron Sarnoff-Wood, and Danelle Romain

Key Recommendation:

Alcohol taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space, a third-party must "untangle the bowl of spaghetti" and unaccounted for revenue and prove results before proposing simply more revenue or increasing taxes on already struggling Oregon businesses. Beer, wine and cider are a vital part of Oregon's economy and identity and need the support of Oregon lawmakers and our communities.

Context and References:

1. **Alcohol Pricing, Addiction, Taxation**: The Taskforce has received overwhelming data from the EcoNorthwest firm and the Senior Economist in the Legislative Revenue Office that alcohol demand is inelastic and taxes are ineffective as a tool to control alcohol consumption, especially excessive or teen drinking. Knowing alcohol taxes do not curb problem consumption, the state should increase the use of existing tax and mark-up revenue beyond the current 3% to fund proven and vetted SUD programs.

2. **Addiction Treatment and Prevention Services**: OHA does not know whether money spent on behavioral health has made a difference because, as OHA testified to the Taskforce, OHA does not track the money after it is spent or hold providers accountable. OHA does not collect the minimum data necessary to determine what gaps in services may exist. No data is collected regarding recovery asset utilization rates, outcomes resulting from recovery treatment, insurance barriers, existing prevention programs statewide, or public health benefits from recent increases in recovery funding. There is no attempt to measure success to make the case for additional or redirected resources from programs that are not producing desired outcomes.

   Targeting beer, wine and cider will not solve Oregon's drug crisis. According to the OLCC and consistent with widespread industry data, alcohol sales are down across categories, and teen drinking is at historic lows.

   The Legislature should inventory what school districts are already doing under the statutorily required substance use disorder prevention programs to understand what, if any, gaps exist in current prevention curriculum. To incentivize service providers, CCOs metrics, which are currently only tied to new patient diagnoses, could expand to include relapses so they're set up for success each time.

3. **Distribution of Resources**: Alcohol taxes are the state's third largest source of revenue. Less than 3% is earmarked for mental health and addiction. Reallocation of existing funds or earmarking any new OLCC revenue to proven and vetted SUD programs would be a logical step forward.

   Oregon can improve distribution of resources and coordination. If we had a more effective central hub at the state level as recommended by experts, Oregon could take advantage of more federal matching funds. Our siloed approach limits funding and coordination opportunities. OHA could work to make funds less siloed and be more holistic in how they spend resources on public health, recognizing the reality of co-occurrences.

4. **Overall Funding**: Oregon's funding of SUD services is some of, if not, the highest in the nation per capita with little known about what we're buying and whether it's working or not . SUD funding has increased 100% since 2021, over $1 billion and we have little to show for it. OHA has more than they have spent, and these programs take time to show if they work or if funds should be redirected to other uses. Before spending more, we should evaluate if this new funding is working and if not, funds should be redirected to programs with proven results.

   OHA presented what they spent in 2021-2023 but not what was budgeted by the legislature or other new revenue streams. And more was budgeted for 2023-2025 that wasn't presented during the Taskforce. A study in 2017 found Oregon spends more on drug addiction recovery and prevention than 75% of other states (ranked 14th in spending), yet we're one of the worst in outcomes (ranked 7th in needing but not receiving treatment for alcohol use disorder). And that was before we added $1 billion more in spending.

   > Willamette Week "There's so much money because there's a crisis." "There's a real opportunity for people to take advantage."
   >
   > Congressman Earl Blumenauer, "The consensus of all these experts we brought together is that money is not the problem," he says. "The question is how we mobilize and utilize the resources we've got."

5. **Public Education & Prevention**: The Legislature should investigate substance use disorder curriculum for school education programs (something already mandated) to see if it's working. Teen drinking at historic all-time lows would suggest that mandate has seen some success. The state should inventory existing curriculum and assess success rates, and seek federal matches to optimize prevention programs and seek efficiencies.
   OLCC alcohol licensee training programs should be examined for best practices. Additionally, the OLCC should use existing alcohol tax and mark-up

revenue to ensure they are adequately enforcing Oregon's numerous alcohol control laws.

6. **Data Collection & Research**: A trusted third party should implement data collection for the state, including establishing a real-time database of SUD beds statewide, a tracking tool for OHA spending and provider outcomes, and a study on what's working in other states and why Oregon is spending more per capita for little results. With 7.4% of OHA's SUD budget unaccounted for according to OHA's Taskforce testimony, we also need a third party audit of OHA and SUD programs and funding.

From: Jessica Endsworth
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Thursday, September 26, 2024 3:07:49 PM

[You don't often get email from jessica@nwwineco.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

To the decision-makers in Oregon,

Please vote “no” for tax bill 3610. Raising taxes on a declining industry still recovering from the devastation of the pandemic and the negative image of our state would be disastrous. This small and motivated wine industry is built upon the foundation of small, family-owned businesses who need all of the help they can get to sustain themselves. More than 70 percent of our wineries make 5,000 cases or less per year, eking out a living in a wine region we love.

Although there is heavy investment in our region and it is growing, now is not the time to tax. There is a war on alcohol and potential recession coming that we have the foresight to avoid added hardship to our industries. Vote no on this bill at this time and let’s enjoy a little financial relief over a glass of Oregon Pinot Noir.

Sincerely,

Jessica Endsworth

Jessica Endsworth | VP of On Premise & Education
NW Wine Co
Jessica@nwwineco.com
[redacted]

From: Garrison Schmidt
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:44:45 PM

You don't often get email from garrison@block15.com. Learn why this is important

To whom it may concern,
My name is Garrison Schmidt, I am the Head Brewer at Block 15 in Corvallis. I am writing to you about the proposed tax increases on beer, wine, and cider, and why it would be difficult for my family.
I started working at Block 15 in 2013, in their dish pit, to pay for rent while attending Oregon State University. I quickly moved into the kitchen, and in spring of 2016, I graduated with a degree in Fermentation Science and moved into the brewery. I saw from the older brewers around me that this job could become a career. People devoted their lives to the art and science of brewing, and one could make a living that could support a family, which is what my wife and I wanted to do.
Fast forward to now, 8 years later. I am the head brewer here, and I've worked very hard to get where I am. I did get to start my family. I still, however, work two jobs, because the acceptable industry pay scale has not moved with the exponential growth in prices of everyday life post-pandemic. Brewers are barely making a living wage.
We represent the very best side of the beverage production spectrum. We go out of our way to educate our patrons, encourage moderation, offer addiction and mental health services for our staff, and refuse to market to children as a matter of principle.
If you impose a tax on the brewery, that ultimately gets passed on to us, just regular folks trying to make a living. Please don't place a further burden on our already struggling industry. For some of us, it is our way of life on the line.
Thanks for reading,
-Garrison Schmidt, Head Brewer, Block 15 Brewing Company

--
Prost!
Garrison Schmidt
Head Brewer

From: Griffin Zeller
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:39:49 PM

You don't often get email from griffinzeller3@gmail.com. Learn why this is important

Hello,

My name is Griffin Zeller, a resident of South East Portland. I'm writing about bill HB 3610. Living in Portland has opened me up to a whole side of beer that I didn't realize existed. Everyone who visits me from outside the state is astounded by the quality and the uniqueness of each brewery. There is something for everyone. It makes me proud to be an Oregonian. Not just beer, but breweries in Portland and Oregon have pushed the boundaries of what regular brewery food is. We're not limited to the terrible pretzels that are on every brewery's menu across the country. I'm very worried that this tax will have catastrophic effect on the beer industry in Oregon. Small businesses in Oregon already take on a tremendous tax burden, and this newest tax could be the final blow on an industry that is already struggling. We've already lost so many great breweries in Portland, and if we lose many more we will lose part of what makes the state and city of Portland special. There is nothing better than enjoying the great nature the state has to offer, and then enjoying a local craft beer after. It's the perfect combo.

Thanks,
Griffin Zeller

From: Colin Patrick Rath
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:33:55 PM

You don't often get email from colin@migrationbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I'm the Director Of Pubs & Co-Founder of Migration Brewing.

If HB3610 is passed, you will put dozens of local companies out of business and kill hundreds of living wage jobs.

HB 3610 would be crippling to our industry. Oregon's craft brewing industry is a vital component of our state's economy that supports 50,000 jobs and contributes nearly $9 billion in economic activity every year. That being said, our proud and innovative industry is currently facing significant challenges. We've lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been compounded by a sharp decline in both draft and package beer sales.

The last 5 years have been extremely challenging for our local small businesses. From inflation, supply chain disruption, and labor shortages; to population exodus, and a major loss of tourism, the blows have been heavy. Our once vibrant beverage industry is still trying to build back from the global pandemic while already contributing over $1 billion in annual tax revenues. Oregon's craft brewers cannot withstand another major financial blow.

Alcohol education and treatment is a vital piece to our healthy communities. It is time we take a good look at how the current state, and Oregon Health Authority budgets are being utilized during this crucial time rather than trying to squeeze more revenue out of a struggling industry.

I hope you do the right thing for the long term health and success of Oregon.

--
Cheers,

Colin

Colin Rath (he/him)
Pubs Director & Co-Founder
Colin@migrationbrewing.com | Cell: [redacted]



BUSINESS OF THE YEAR
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This message may contain confidential and/or privileged information. If you are not the addressee or authorized to receive this for the addressee, you must not use, copy, disclose, or take any action based on this message or any information herein. If you have received this message in error, please advise the sender immediately by reply e-mail and delete this message. Thank you for your cooperation.

From: ted zika
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:28:03 PM

You don't often get email from zika.ted@gmail.com. Learn why this is important

Hello,

I am a citizen of Portland and am an avid Oregon beer fan. I have lived here since 2019 and have enjoyed Oregon beer (particularly Pfriem and Deschutes) since I was 21 years old. While I understand the purpose of House Bill 3610 was created to help with alcohol addiction, I am concerned about the potential impact a tax would have on Oregon's beer scene. Many of the breweries I frequent have educated their patrons on the negative impact that a tax could have on their business. They aren't against helping addicts get treatment. They just feel that this tax would do more harm to local businesses than help addicts. Many of them have expressed that they will likely have to close because they cannot sustain the other high costs of running a business.

I appreciate that the bill is trying to help addicts, but I think other options can be explored before implementing a new tax that will hurt local businesses. I would be happy to be a resource if you would like to explore this situation further.

Sincerely,
Ted Zika

From: Michelle Humphrey
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:23:18 PM

You don't often get email from michelle@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

MICHELLE HUMPHREY | MARKETING MANAGER
e | michelle@pfriembeer.com
p | [redacted]
w | www.pfriembeer.com
n | Join the pFriem Community

[redacted]
Hood River, OR 97031

From: Laura Jasinek
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:20:28 PM

You don't often get email from laura.jasinek@gmail.com. Learn why this is important

Hello,

My name is Laura Jasinek. I am a business owner in Bend, Oregon, I am a single mother to a 10 year old girl, a homeowner, and a lover of Oregon Brewed Beer.

I joined the Sunriver Brewing Company team and work in the Accounts Payable/Receivable, Team Services department at the Brewing Production Facility for Sunriver Brewing Company. I have learned of this opportunity to comment on HB 3610 and would like to express the importance of this industry to me.

I may not know all the in's and out's of this bill and the taxation proposal etc... but I do understand beer and the taproom/pub environment from my time working here in this industry.

I also understand addiction and the necessity to find the dollars to help minimize the costs of rehabilitation services for those that need it in Oregon but may not be able to afford it. I sympathize with this, but I also feel like there are other ways to support individuals who qualify for addiction support.

One concern I have is for the consumer. Our customers are already spending more money for these wonderful, locally produced products they love so much. They do this because they support the brewery, the employees and the products they produced. I've seen it firsthand here in the Brewery/Taproom as I sell packaged beer for our customers to take home. The customers down here in Sunriver at our Brewery Dock Sales/Taproom are an exceptionally loyal bunch. However, even these folks will have their financial limits.

And of course, as a worker in this industry, the business operations and bottom lines are also a huge concern of mine. Unfortunately, even a few years later, businesses are still recovering from the cost inflation of the 2020-2022 days when the pandemic created a huge rise in the cost of ingredients, fuels and supplies, even labor. These costs have not returned to what they once were. While housing expenses, interest rates etc... are still so high, I hope that we can give the consumer a break by not adding additional taxation onto locally produced products. These breweries are filled with so much creativity, so much heart, and from the small snippet of the Brewery Industry that I observe here in Sunriver and with competitions such as the Oregon Beer Awards, I see a community that is strong, powerful, and most importantly PASSIONATE about what they do! I see the excitement in the brewers eyes as they create new brews, new flavors, experiment with new concepts. These wonderful production sites really do contribute to the happiness of our communities when they're able to provide livable wages to their employees. Mental Health of our workforce should be priorities by all levels of this industry from suppliers to production sites to OLCC workers who, indirectly, influence the consumers experience as well as the Breweries themselves.

I sure would hate to see business suffer while trying to provide for their staff to ensure their staff can survive in this very expensive climate we currently live in today - I would love to say Central Oregon specifically is expensive, but I understand that rent/home prices in Oregon as a

whole is insanely high and our wages barely support the growth of a human. I hope to some day see life as more affordable than what we are all experiencing in this current moment so that our children can have a bright future. I'd love to rehabilitate my savings account for my daughter's college education... but if I work for a company that is maxed out and selling less product because of a tax on this product, that could result in a wage decrease, or a halt in my own earnings. I would be severely disappointed that I worked my best efforts but still fell short to provide a future that is beneficial for my one daughter.

If you'd like to hear more from me, feel free to give me a call on my cell. [redacted]

Thank you for your time, your efforts in keeping our community a thriving one, and for keeping our consumers and industry workers safe.

Best,

Laura Jasinek
Bend, OR

From: Steve JL
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:14:17 PM

You don't often get email from jlsteve77@gmail.com. Learn why this is important

Dear Oregon Representative

I want to register my strong objections to HB 3610 and the whole process that brought it forward. I have listened in on several of the committee meetings and found the following:

1. The OHA tried to hide, then lied about, the report we taxpayers paid for, which showed very little impact of raising alcohol taxes on alcoholism outcomes.

2. OHA made up financial justifications where data was taken from sources known to have been changed/adjusted, for example by the CDC, and flat out couldn't even multiply and add correctly to get numbers that were totally misaligned with reality.

3. The OHA does not even track the actual utilization of drug treatment centers or even if these facilities are meeting state guidelines for acceptance of low income patients. It seems these centers quietly turn away low income patients because the Oregon Health Plan reimbursement is below their costs based on comments from treatment facility personnel to the committee.

4. The OHA is still holding over $139 million in funds from M110 for drug treatment which it has not used. And Oregon's funding for addiction recovery services is already one of the highest in the nation.

5. The OHA has not shown any ability to impact the drug addiction problems even with a budget that has more than doubled in the past 5 years. I do understand that COVID impacts all of this. But when OHA admitted they couldn't account for/lost $72 million one has to question competence. How many businesses could just "lose" that amount and write it off on their taxes.

6. The only segment of alcohol sales that is growing in Oregon in the last decade is hard liquor, which is sold exclusively by the State of Oregon!!!! And the State just committed an additional $150 million for hard liquor sales/distribution expansion???

7. During the committee hearing it was basically admitted that this bill is the result of a US wide group trying to push prohibition again through huge tax increases. We tried this a century ago. Do we expect it to go better this time??? California over taxed marijuana and now has a growing drug mafia.

8. Youth alcohol consumption has decreased by 50% in the past 10 years and is now at an all time low for the state, yet this bill is focussed on funds specifically for youth education and prevention.

9. The beer and wine business in Oregon is a large employer and has significant economic impact on the state. With the disruptions of COVID on demand, supply chain and labor, and the fire/smoke impacts on the wine industry have created a dramatic downturn for the industry, with many businesses collapsing. None of this seemed to be even considered my the OHA or Oregon legislative members of the committee.

Bottomline this was a dismally dishonest process to produce a result I would bet a majority of the people of Oregon do not want. Time to kill it permanently!

In my opinion what would be of value in addressing the addiction issues is to help the industry with support for infrastructure for creating high quality, low/no alcohol products and keeping cheap, high alcohol products out of convenience stores.

Steve Jewell-Larsen

From: David Lauer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:11:08 PM

You don't often get email from david@brynmawrvineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I'm writing to you to let you know my opposition to the proposal to raise Oregon's Wine Privilege Tax. My family's winery, Bryn Mawr Vineyards, has become a vital part of the Mid-valley's culture at large. Over the course of our 15 years of operation, we have given tens of thousands of locals and visitors a place to find peace, respite, and camaraderie amongst a tumultuous world. Our site celebrates the beauty of regenerative farming amongst our state's gorgeous landscapes. Our responsible hospitality team ensures a safe and mindful environment for consumption. We host a large charity auction each year that raises nearly half a million dollars for Family Building Blocks, a noble local charity. We contribute wines to dozens of other charitable auctions and causes. We have been embraced by our local community and would genuinely like to think we have been active agents in fostering culture for our region.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. Wine is a critical part of our regional identity, and our winery alone contributes over $500,000 in direct wages to our small team of employees each year in addition to providing them stable employment and healthcare.

Oregon's small, family-owned wineries and growers are already facing major challenges. Between an overall decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, the wine industry hasn't operated on such tight margins in decades. Local wine businesses need the support of lawmakers to simply remain viable at this point. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

David

--
David Lauer (he/him)
VP of Sales and Marketing
Bryn Mawr Vineyards
[redacted]
david@brynmawrvineyards.com

From: McKean Banzer-Lausberg
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:07:24 PM

You don't often get email from mckean@migrationbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I'm the CEO & Co-Founder of Migration Brewing.

If HB3610 is passed, you will put dozens of local companies out of business and kill hundreds of living wage jobs.

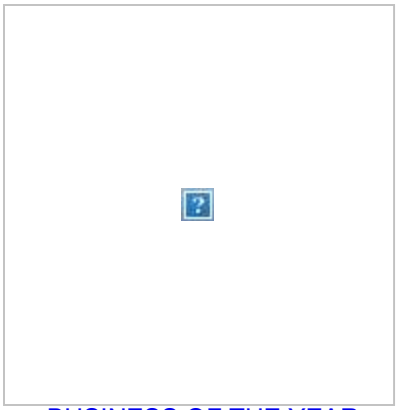
HB 3610 would be crippling to our industry. Oregon's craft brewing industry is a vital component of our state's economy that supports 50,000 jobs and contributes nearly $9 billion in economic activity every year. That being said, our proud and innovative industry is currently facing significant challenges. We've lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been compounded by a sharp decline in both draft and package beer sales.

The last 5 years have been extremely challenging for our local small businesses. From inflation, supply chain disruption, and labor shortages; to population exodus, and a major loss of tourism, the blows have been heavy. Our once vibrant beverage industry is still trying to build back from the global pandemic while already contributing over $1 billion in annual tax revenues. Oregon's craft brewers cannot withstand another major financial blow.

Alcohol education and treatment is a vital piece to our healthy communities. It is time we take a good look at how the current state, and Oregon Health Authority budgets are being utilized during this crucial time rather than trying to squeeze more revenue out of a struggling industry.

I hope you do the right thing for the long term health and success of Oregon.

--
McKean Banzer-Lausberg (he/him)
CEO & Co-Founder
mckean@migrationbrewing.com | Cell: [redacted]



BUSINESS OF THE YEAR

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From: Denise Ruiz
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:06:40 PM

You don't often get email from denise.ruiz@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my strong opposition to any proposed increase in Oregon's beer taxes. Our state boasts over 300 breweries that generate approximately 50,000 jobs and contribute $8.7 billion in economic activity annually. However, we have lost nearly 50 breweries in the last two years alone, showcasing the dire state of our local brewing industry.

Oregon breweries are already facing significant challenges, including rising ingredient costs, supply chain issues, and a labor shortage. Adding more taxes would further threaten their survival and hinder their recovery from the pandemic. Our local businesses need stability in the tax code, not more financial burdens.

While addressing substance use disorder (SUD) is crucial, raising beer taxes will not effectively tackle this issue. Oregon spends significantly on addiction recovery and prevention, yet there are accountability concerns within the Oregon Health Authority (OHA). A recent report revealed a staggering $72 million unaccounted for in SUD program spending.

Instead of increasing taxes on struggling breweries, we should focus on ensuring that existing funds are used effectively. The OHA must be audited before any tax hikes are considered.

Beer is not just a beverage; it’s part of Oregon’s identity and economy. I urge you to oppose raising beer taxes and support our local breweries, which are essential to our communities.

Thank you for considering my viewpoint.

Sincerely,
Denise Ruiz
[redacted]
Woodburn OR 97071

From: tom@cruxfermentation.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:02:18 PM

You don't often get email from tom@cruxfermentation.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at *Crux Fermentation Project for* for the last 10 years. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins then retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits potentionally forcing me an my family into the Oregon Health Plan. Breweries already pay more in taxes per beer then 75% of other states including our neighboring states. My family and I are proud to work at *Insert Brewing* and our contribution to our community. Please do not tax us out of our benefits!

Sincerely,

Tom Black
National Sales Manager
Cell [redacted]

From: Jeff Long
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:00:56 PM

You don't often get email from jeff@coldfirebrewing.com. Learn why this is important

To whom it may regard,

I am writing to you today to ask that you do not pass HB 3610. I have been employed in the craft beer industry for 15 years and my family depends on my income. If this bill is passed, my industry will be burdened with additional costs that will make my employer have to cut labor costs and could ultimately mean I am out of a job. We have only just begun to recover from the challenges of the Covid-19 pandemic ban on on-premise consumption and this additional business cost could be the nail in the coffin for my employment.

Thank you for your time and consideration,

Jeff Long
ColdFire Brewing
Eugene Oregon

From: Colin Rowan
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:55:15 PM

You don't often get email from colinmrowan@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

Again, I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

From: Sue-Li Cushman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:47:27 PM

You don't often get email from sue-li.cushman@coldist.com. Learn why this is important

HB3610 Task Force Chair and Members,

I am writing to express my strong opposition to any proposed increase in taxes on beer and wine. Having worked my entire career in the Beer and Wine industry, including at Columbia Distributing Company, I can personally attest to how such a tax would negatively impact my livelihood, my family, and my customers.

The on-premise restaurant business has already been devastated by closures and rising costs, compounded by crime and a lack of police response, particularly in downtown Portland. Increasing taxes will only add to these challenges, driving up food and beverage costs and pushing more businesses into closure.

Moreover, the Oregon Health Authority (OHA) has been unable to account for millions in funding, and without accountability, giving more taxpayer money is not the solution. Existing taxes should be better utilized before any further burden is placed on taxpayers.

Now is not the time to increase taxes. I urge you to consider the damaging consequences on Oregon businesses and families, and oppose any new taxes on beer and wine.

Sincerely,

Best Regards,

Sue-Li Cushman
Director of Direct Sales
Columbia Distributing
[redacted] Wilsonville, OR 97070
[redacted] (office) | [redacted] (cell)
Website: www.coldist.com | Online Ordering: https://coho.my.site.com/
Fintech Enrollment (Electronic Fund Transfer upon delivery): *Washington Customers* || *Oregon Customers* |

From: Stephen Hatch
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:41:35 PM

You don't often get email from stephen.hatch@coldist.com. Learn why this is important

OLCC Alcohol Task Force,

I am writing to express my opposition to raising alcohol taxes and to highlight the Oregon Health Authority's (OHA) misuse of data. OHA has repeatedly provided false information about Oregon's addiction rates, claiming that we rank second in the nation despite the fact that the federal government retracted the data they are relying on. This misleading narrative has shaped public policy in harmful ways, including proposals to raise alcohol taxes.

Rather than raising taxes, we need to focus on transparency and accountability. OHA cannot account for millions of dollars spent on addiction recovery, and they have no system in place to evaluate whether the money has made a difference. Raising taxes based on such misinformation would harm local businesses without addressing the real issues. Please oppose any increase in alcohol taxes.

Sincerely,

Cheers,

Stephen Hatch
IT Technical Analyst | Information Technology
Columbia Distributing
Direct Line: [redacted]
Support Center: [redacted]
www.coldist.com

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From: Taylor Wood
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:41:09 PM

> You don't often get email from taylor@pfriembeer.com. Learn why this is important

To who it may concern;

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

TAYLOR WOOD | DTC & EVENTS COORDINATOR
e taylor@pfriember.com
p | [redacted]
w | www.pfriembeer.com
n | Join the pFriem Community

[redacted]
Hood River, OR 97031

From: Doug Adams
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:35:58 PM

You don't often get email from doug@grandfirbrewing.com. Learn why this is important

I'm writing this email in hopes we can begin using common sense when it comes to hurting small businesses in Oregon. Something that has gone out the window.

Restaurants, bars and breweries in the pdx area have been hurt since 2020 like no other area in the country. Local leadership time and time again made no progress in helping what was once one of the most vibrant food and drink scenes in the country.

This would cripple local businesses and be directly responsible for closing many. To ignore the real issue of the WELL FUNDED efforts in controlling substance abuse issues and hurt local businesses is insane. The jobs provided thru hop farming, malt producers, brew pub workers like cooks, servers, truck drivers beer stores etc etc will be severely affected.

Please use common sense and know that going almost double the national average on barrel tax is disastrously extreme.

Oregon Beer brings tourism - we need that.

I have been a chef in Portland for years. Worked for the legendary Vitaly Paley as chef of Imperial Restaurant downtown.

I appeared on top chef season 12. Opened Bullard in the woodlark hotel in Downtown Portland.

I've seen what bad local policies can do. I've let go of hundreds of employees while friends across the country had begun thriving again in 2021, and beyond.

Here we are again - I hope you listen. You will kill us even more.
Get Outlook for iOS

From: Zachary Lefler
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:35:31 PM

You don't often get email from zachary.lefler@coldist.com. Learn why this is important

To the Alcohol Task Force,

Raising alcohol taxes in Oregon is not the answer. Data from the Taskforce clearly shows that alcohol demand is inelastic, meaning raising taxes won't reduce excessive or teen drinking. Oregon already spends more per capita on addiction services than most states, but the Oregon Health Authority (OHA) has failed to show any measurable success. Instead of burdening our local breweries with more taxes, we should focus on reallocating existing funds to programs that actually work and hold OHA accountable for their mismanagement. Let's fix the real problem, not punish small businesses.

Sincerely,

Zach Lefler
[redacted]
Portland, OR 97212

From: Gina Dusenbury
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 2:31:10 PM

You don't often get email from gina.dusenbury@coldist.com. Learn why this is important

HB 3610 Alcohol Task Force,

I am writing to express my strong opposition to any increase in alcohol taxes. Oregon's breweries, wineries, distilleries, and hospitality businesses are already struggling due to inflation, supply chain issues, and the aftershocks of the pandemic. These industries contribute significantly to our state's economy, generating over $14 billion and providing jobs to thousands of Oregonians. Raising taxes at this time would stifle growth and hinder recovery for these essential businesses.

Rather than imposing additional financial burdens on these businesses, I urge you to focus on fostering stability and supporting local industries. Oregonians are proud of our homegrown breweries and wineries, and 74% of the population opposes increasing taxes on these businesses. I hope the Task Force will reconsider the impact of these taxes and stand with Oregon's economy.

Sincerely,

Gina Dusenbury
[redacted]
Tigard, OR 97224

Gina Mainenti Dusenbury
Director of Accounting | Corporate Finance
Columbia Distributing
Office: [redacted] | Cell: [redacted]
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From: Christina Saada
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregon Youth
Date: Thursday, September 26, 2024 3:23:13 PM

[You don't often get email from saadachristina@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear Task Force Members,

We are writing to encourage you to place Oregonian youth above profit margins for alcohol manufacturers. Data shows that for youth, parents and other adults (modeling) are one of the primary reasons they experiment with Alcohol or other substances. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to prevention resources for youth and treatment options across the lifespan.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. According to OHA, alcohol is the 3rd leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. During a summit hosted by Oregon Recovers in August of 2024, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Significant Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force. We appreciate your support of the health and safety of Oregon youth!

- Insert name -

Big Village Coalition member

Sent from my iPhone

From: Mike Rowan
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Thursday, September 26, 2024 3:05:52 PM
Attachments: HB 3610 MR.docx

> You don't often get email from rowan@cruxfermentation.com. Learn why this is important

Please take the time to read my response to the proposed increase on taxes on the beer industry.
Sincerely,
Michael Rowan

--
Michael Rowan
Food and Beverage Manager
Crux Fermentation Project
[redacted]

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's brewing industry, which boasts over 300 breweries, is a vital component of our state's economy. This dynamic sector supports approximately 50,000 jobs, contributes $2.8 billion in wages, and generates $8.7 billion in economic activity annually. Yet, this industry is currently facing significant challenges, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a sharp decline in draft beer sales, a 30% reduction in Oregon's hop harvest, and at least a 2.1% decrease in craft beer production.

Local breweries like ours are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, the additional payroll expenses experienced with Oregon Paid Leave and to balance lower take home pay with the rising costs of raising a family in Portland.

A woman owned, family run business, we are proud to employ 4 people and provide health stipends and above minimum wage salaries. We consider ourselves a neighborhood gathering place and are constantly giving back in a myriad of ways to our community. To ensure the survival of my business, stability in the tax code is crucial. Imposing additional taxes at this juncture would only add to the difficulties we face.

Having lived with a parent who struggled with addiction, I deeply understand its impact on a family. It's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states. We've put over $1 billion into these efforts, including $470 million from the 2021 behavioral health package, $300 million from Measure 110, $600 million from the opioid lawsuit, and an additional $211 million in 2024 for various support services. Yet, OHA has lost track of $72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Leikam Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Cheers,

SAMPLE 2

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at *Crux Fermentation Project* for the last 3 years and other Oregon breweries for an additional 15 years. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins then retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits potentionally forcing me an my family into the Oregon Health Plan. Breweries already pay more in taxes per beer then 75% of other states including our neighboring states. My family and I are proud to work at *Crux Fermentation Project* and our contribution to our community. Please do not tax us out of our benefits!

Sincerely,

Michael E Rowan

Food and Beverage Manager

Crux Fermentation Project

Bend and Portland, Oregon.

From: Angie Berson Reat
To: OLCC.Communications * OLCC; Matt I.C.E. Berson; Julie Daylrymple
Subject: Opposition to Wine Tax Increases Under HB 3610
Date: Thursday, September 26, 2024 3:48:57 PM

You don't often get email from angie@loveandsqualorwine.com. Learn why this is important

Dear OLCC Communications,

I want to start by acknowledging the fantastic job Jana McKamey and the Oregon Winegrowers Association (OWB) are doing on behalf of our industry. Jana's representation of our collective concerns is invaluable as we face the potential repercussions of HB 3610.

However, I feel it's crucial to directly express my worries about the proposed tax increases and what they could mean for small wineries like ours. The challenges we are already dealing with—reduced sales, lower visitation, rising employee costs, and skyrocketing supply prices—have pushed many small businesses to the edge. Taxes could be the final blow, especially with the suggestion of removing the small winery exemption. This would disproportionately affect small, family-run operations like ours, which are vital to maintaining the unique culture of Oregon's wine industry.

We've survived countless obstacles, but further tax hikes would make it nearly impossible to keep going. Our margins are too slim, and every new cost pushes us closer to unsustainable operations. If lawmakers truly value the contribution that small wineries bring to Oregon, I hope they reconsider these proposed increases.

Please take this into account as you finalize your report, and thank you for allowing our voices to be heard.

Warm regards,
Angie Reat & Matt Berson
Portland Wine Company

:: :: GENERAL MANAGER :: ::
:: :: [redacted] :: ::

:: PORTLAND WINE CO ::
Home of Love & Squalor Wines
www.portlandwinecompany.com

From: Mark Patterson
To: OLCC.Communications * OLCC
Subject: Wine tax increase
Date: Thursday, September 26, 2024 2:31:10 PM

[You don't often get email from map19112003@yahoo.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

I oppose this tax increase.

Mark Patterson
Owner/Operator of May Your Glass Be Filled Tours LLC.
Sent from my iPhone

From: BECKY DUDLEY
To: OLCC.Communications * OLCC
Subject: Fwd: HB 3610 Comments
Date: Thursday, September 26, 2024 4:49:06 PM

You don't often get email from bedudley@comcast.net. Learn why this is important

---------- Original Message ----------
From: BECKY DUDLEY <bedudley@comcast.net>
To: "OLCCCommunications@olcc.oregon.gov"
<OLCCCommunications@olcc.oregon.gov>
Date: 09/26/2024 4:28 PM PDT
Subject: HB 3610 Comments

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is a top wine producing state which has established a reputation for quality known around the world. Oregon's Wineries and Vineyards have been a bright light in the state's economic picture. These mostly family-owned small businesses have created more than 50,000 jobs which pay more than $2.4 billion in wages, money which goes straight into the state and local economy. In addition, it attracts at least 2 million tourist visits which translates to another $8 billion in economic activity yearly. Why, then, would this task force be considering policies which would imperil the stability of a linchpin of the state and local economies? That is the exact effect imposing additional burdens on the hard-working people who make up this industry if a new wine privilege tax is enacted.

Since 2020 the wine industry has been confronting unprecedented challenges in maintaining viability. We have weathered devastating wildfire years which impacted wine quality, the COVID shutdowns, rising employee expenses, supply chain issues and increasing cost of goods through inflation and otherwise. There has also been a downturn in sales and visits to tasting rooms.

There is ample provision already made for the funding available for addiction and recovery services. To note just one example, the Oregon Health Authority disclosed to the task force that it cannot account for $72 million spent on programs already in place. This is twice the amount of revenue already collected via beer and wine taxes per biennium. This figure, if widely known, would and should be considered an absolute outrage to all Oregon tax payers. Why should the Oregon Health Authority be entrusted with more of our hard-earned tax dollars when they have not been faithful stewards of what they have already received?

Another layer of tax imposition will have a chilling effect on both the wine and tourism industries. Given the challenges faced, the last thing these industries need is tax increases. In real numbers, margins are thin. We are struggling to maintain our livelihood. If we cannot keep our businesses solvent, Oregon will face an unprecedented revenue downturn. We need the support of lawmakers, not an increase in taxes.

Given the above facts, I oppose raising the Oregon wine privilege tax and implore lawmakers to do the same.

Sincerely,
Becky Dudley
Ghost Oak Vineyards
Weinburg Vineyards
Cheshire, Oregon

From: Becca Linn
To: OLCC.Communications * OLCC
Subject: HB 3610 - concerns
Date: Thursday, September 26, 2024 4:53:19 PM

You don't often get email from blinn@vonebertbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

My name is Becca, and I am a brewer in Portland. I have chosen to spend my time and my energy creating a career and community within the craft beer industry. Please consider what I, and my colleagues, have to say.

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including

excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Thank you for your consideration.

Cheers!

Becca Linn
Brewer
[redacted]
Von Ebert Brewing Co.
[redacted] Portland OR 97209

From: Micah Ellis
To: OLCC.Communications * OLCC
Subject: HB 3610 Comment
Date: Thursday, September 26, 2024 4:23:48 PM

You don't often get email from micahedevelopment@gmail.com. Learn why this is important

Hello,

I politely ask that you reconsider HB 3610. We have already wasted enough tax payer dollars on treatment and it has gone nowhere. Please do not punish hard working business owners that are already dealing with the fallout our leadership has created.

In the name of all that is holy, put HB 3610 in the garbage bin.

Kind Regards,

Micah Ellis

From: Blake Fisher
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:02:30 PM

You don't often get email from blake.fisher820@yahoo.com. Learn why this is important

Hello,

My name is Blake Fisher, a resident of Beaverton and I'm writing about bill HB 3610.

Living in Portland has opened me up to a whole side of the craft beer industry that I didn't know existed. Everyone who visits me from outside the state is astounded by the quality and the uniqueness of each brewery. There is something for everyone. It makes me proud to be an Oregonian. Not just beer, but breweries in Portland and Oregon have pushed the boundaries of what regular brewery food is. We're not limited to basic nachos and pretzels that are on every brewery's menu across the country. I'm very worried that this tax will have catastrophic effect on the beer industry in Oregon. Small businesses in Oregon already take on a tremendous tax burden, and this newest tax could be the final blow on an industry that is already struggling.

We've already lost so many great breweries in Portland, and if we lose many more we will lose part of what makes Portland Portland. People visit because they expect not only beautiful nature and a fun city, but they expect a thriving craft brewery scene unlike any other in the country. Implementing this tax will hurt Portland greatly, a city that has been trying to get back to its former glory for years now.

I beg you to reconsider this bill.

Thank you,

- Blake Fisher
[redacted]

From: Cherie Watson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:57:15 PM

[You don't often get email from cherieatfirdale@comcast.net. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the
pandemic people are drinking less and wine sales are down. Oregon's largely small, family-owned wineries such as ours, and growers (we just planted 40 acres of grapes) are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And
that means certainty and stability in our tax code, not more taxes. There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million - more than 7% of what it spent on SUD programs in 2021- 2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using
funds to discourage drinking among moderate consumers. Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map. I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.
Cheers,

Jesse & Cherie Watson
Founders/Owners
Sunset Valley Vineyards

From: Jay Somers
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Thursday, September 26, 2024 3:55:34 PM

[You don't often get email from jcsomersvintner@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Hello,
I am a native Oregonian and have been in the wine business here in Oregon since 1992.
My wife Ronda and I started a winery called J. Christopher in 1996 which we sold in 2019 and since started a very small winery called J.C. Somers Vintner.
We produce about 1,000 cases annually from local growers I have been friends with for a long time.
We are a small family business like most of the wineries in Oregon and the financial challenges are staggering.
The market is saturated with wine from around the world and there is pressure to make less expensive wine in order to sell the wines we make. This is coupled with the rising cost of our materials (grapes, bottles, labels, corks etc) , fuel as well as labor.
At the end of of everything there is little or no money to live on. To add another tax on wineries would most likely push many of us out of business.
This would have a domino effect in our communities effecting all of the businesses that supply and service our industry.
Small producers should not have to carry this burden.
The problem “Alcohol “ is not what we produce but would exist with products with no redeeming value like “White Claw” or other factory produced beverages.

Please remember that the small wineries of Oregon are owned and operated by families that rely on a free market to sell our wines. We are good ,caring and responsible members of our communities.

We would oppose any additional taxation on the small producers of wine in Oregon.
Thank you,
Jay Somers
J.C. Somers Vintner
Carlton, Oregon

Sent from my iPad

From: Hailey Brant
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:11:05 PM

You don't often get email from hailey.brant@yahoo.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

As an Oregonian with family connections to our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

Oregon already has some of the highest per capita funding for addiction recovery in the United States, yet the Oregon Health Authority (OHA) has failed to account for $72 million of these funds. **This is not a small oversight**; it represents a significant portion of the resources that could be helping those in need. Moreover, the OHA has been unable to provide basic data on the number of recovery patients, the utilization of recovery beds, or the specific areas where capacity is strained. Without this data, how can we anticipate the number and location of patients seeking addiction recovery or justify the need for more funds?

What I find more troubling is that the OHA has actively suppressed data that contradicts their push for higher taxes. A study they commissioned found that taxes are ineffective at reducing excessive alcohol consumption, yet this information was withheld because it didn't align with their agenda. Data (which the OHA has collected and analyzed) is the most useful tool to predict or examine the effectiveness of a method. A critical part of the scientific method is as follows: when the data doesn't agree with a hypothesis, the hypothesis should be rejected. Instead of rejecting or amending their initial hypothesis, the OHA has suppressed this information from the public. An apology from the OHA is insufficient. This is an insult to rigorous science, and the lack of transparency is not only unethical but also undermines public trust in our institutions.

I care about our state, and I care about the people seeking recovery for drug and alcohol addiction. But it is foolish to support imposing or raising taxes on ANYONE when the data does not support the hypothesis. Substantial evidence that this will be an effective method is absent, and taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Hailey Brant
Mid-Willamette Valley community member

From: George Lienkaemper
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:09:32 PM

You don't often get email from geolienkaemper@gmail.com. Learn why this is important

To: HB3610 Task Force

I'm writing to comment on this proposed legislation. We've recently received a communication from the Oregon Wine Growers Assn. that includes a letter they have sent commenting on this tax increase. I'm in support of the wine growers position in light of increased costs and decreased sales. Of course, this tax is passed on to wine consumers and with the general increase in prices over the past few years, this seems burdensome on middle class wine consumers.

However, the information that jumped out at me was the failure to spend money budgeted for addiction and recovery services. Before adding to this tax, invest the money already collected for these purposes. I oppose Oregon's wine privilege tax and encourage lawmakers to do the same.

--

George Lienkaemper
[redacted]
Redmond, OR 97756

From: Felix Madrid
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:08:36 PM

You don't often get email from carloandjulian@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

As one of Oregon's more than 1,100 wineries I am proud of the fact that these wineries and and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Felix Madrid (owner and winemaker)
Carlo & Julian Winery
[redacted]
Carlton, Oregon 97111
[redacted]

From: Thomas Hellie
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:06:49 PM

[You don't often get email from thomashellie@hotmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

To whom it may concern,

I write to oppose a tax increase on wine. I am not, nor have I ever been, a part of the wine industry, but I have watched it evolve since I moved to Oregon in 2006. We should be proud that Oregon's wines are renowned for their premium quality, and we should remember their importance to our economy.

In fact the timing of an increase would be especially problematic now, as the wine industry is under significant financial pressure, not only here but across the country. I have supported the legislation to increase agricultural wages, but we must recognize the pressure this creates on farmers, winegrowers, and wine businesses. This is only a part of the economic challenge as inflation has eaten away at or even eliminated the profits of wineries whose sales have been flat at best since 2022.

Oregon's tourism, rural communities, and reputation all benefit from the wine industry. Please do not take steps that are certain to damage our economy and citizens at this critical time.

Thomas Hellie, Ph.D

Sent from my iPad

From: Jordan Glogau
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:57:14 PM

> You don't often get email from haikumarketing@gmail.com. Learn why this is important

People:

Please help these people; I don't know if you know this, but some fantastic port is raised in Oregon.

These are small farmer/family operations and have to compete with Napa.

Out of State Consumer,
Jordan Glogau

From: terry walstrom
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:49:14 PM

You don't often get email from ter_inor@hotmail.com. Learn why this is important

Oregon’s breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. We need certainty and stability in our tax code, not more taxes. Beer is a vital part of Oregon’s economy and identity, and its brewers need the support of Oregon lawmakers.

Oregon’s more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that’s down from nearly 400 breweries before the pandemic. That’s right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Our hospitality industry is hurting and hurting in a big way.

Revenue and taxation of (beer $8.7 billion, wine $7.19 billion, cider $300 million, spirits $2 billion) is the third largest source of revenue for the state. Yet only 3% of that revenue goes toward funding mental health and drug addiction recovery and treatment. Higher taxes will only cripple the industry leading to more breweries and brewpubs closing likely leading to reduced overall revenue.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it’s because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Holding OHA accountable is the real solution.

If you're trying to drive the beer and wine industries out of business, you're on the right track with increasing taxes.

Submitted by,

Terry Walstrom
A concerned citizen

From: Ken Morrison
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:44:23 PM

You don't often get email from ken@kandmwines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I own a small winery in the Willamette Valley with a tasting room in Carlton Oregon. We are small and face numerous challenges: decreased visitation, sales declines, and increasing costs. Wine is a vital part of Oregon's economy and accounts for visitors from all over the world.

Small wineries are close to the breaking point. Rather than tax increases, Oregon's wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose increases to Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Ken Morrison
Owner, K & M Wines

From: Nathan Daman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:37:42 PM

[You don't often get email from nathanedaman@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

To whom it may concern,

My name is Nathan and I have lived in and around the Portland area for most of my life, with 10 years of directly living in Portland. One of the things I enjoy most about Portland is a thriving hospitality industry. Covid and the subsequent years have been very tough with some of my favorite breweries and restaurants closing.

I urge you to not do anything that would further disrupt the beer, wine, and hospitality industries until we have stabilized as an economy.

Thanks,

From: Jamie King
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:09:05 PM

You don't often get email from jamie@kristoffarms.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Jamie

--
Jamie King
Sales & Marketing Manager | Kristof Farms
[redacted]
jamie@kristoffarms.com
KristofFarms.co



From: david@sallymorrowcreative.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 4:02:00 PM

You don't often get email from david@sallymorrowcreative.com. Learn why this is important

OLCC...

We have been a long-time creative services agency serving Willamette Valley and Oregon wine industry. Over the decades we have watched the region grow, bringing in more wineries and vineyard farms, that have already increased State revenues. The growth is a direct result of the national and global recognition of the exceptional AVA and talented grape growers and wine makers of Oregon. We compete with historically recognized AVAs: Napa/Somona, CA; Washington...as well as world renown Frances' Burgundy, Cote d'Or, Rhone Valley, Bordeaux, and Italy's Piedmont region. We all share the same global 45-degree latitude with our European brothers and sisters, where the world's best wines are made...and this conversation includes Oregon wines. This is old news to us close to home, but the world has taken notice evidenced by the growth.

The growth of the region has brought in addition tax revenues for the state and will continue as region grows. To build on the momentum created by dedicated Oregon families and farmers and the continued steady increase of new winery cohorts, that increase tourism...the Oregon Wine Makers and famers need your incentives and support... **NOT INCREASED TAXATION**.

Sincerely,
David Morrow
Member, Willamette Valley Wine Association

David Morrow I Sally Morrow Creative
Partner+Business Director [redacted] I sallymorrowcreative.com
FB+Instagram @sallymorrowcreative

From: Jim Maguire
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:59:28 PM

You don't often get email from maguirejr@hotmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to you as a private citizen employed in the wine industry, however I am also a Dayton City Councilor, and in the strongest terms possible I oppose raising Oregon's wine privilege tax and sincerely encourage lawmakers to do the same.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs (of which mine is one), $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

Cheers to Harvest 2024 (and my being able to pay my mortgage).

Jim Maguire

From: Gordon Feighner
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:56:14 PM

You don't often get email from gordonjamonhawthorne@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to you as a bar and restaurant owner, as well as a board member of the Oregon Restaurant and Lodging Association. Oregon is currently home to over 10,000 foodservice locations, but in the past two years alone we have seen a net reduction of well over 1,000 restaurants, bars, and food carts. In Multnomah County there are now nearly 20% fewer food and beverage establishments than there were in 2022. Those of us remaining are proud to represent our state and drive our local economy, but it is becoming more and more difficult for businesses to make it in this industry.

Oregon's restaurants, brewpubs, and tasting rooms are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes. A new point of sale tax would not only result in lower drink sales in our restaurant, it would also add another layer to the many various tax burdens we already face at the federal, state, and local levels.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer, wine and cider are a vital part of Oregon's economy and identity, and the hospitality sector needs the support of Oregon lawmakers. I oppose raising Oregon's beer and wine taxes or creating an alcohol sales tax, and you should too.

Thank you,

Gordon Feighner

Owner/Manager

Jam on Hawthorne



--
Gordon Feighner, Owner/CFO (he/him)
Jam on Hawthorne

[redacted]
Portland, OR 97214
[redacted]
jamonhawthorne.com

From: Zak and Lisa Cate
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 3:49:13 PM

You don't often get email from littlehopbrewing@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Zak, Lisa and Taylor Cate
Little Hop Brewing
Oregon's littlest brewery and tap house

From: Gloria Zeiger
To: OLCC.Communications * OLCC
Subject: Hb 3610 comments
Date: Thursday, September 26, 2024 4:40:58 PM

You don't often get email from gloria@groundbreakerbrewing.com. Learn why this is important

Hi,

I am Head Brewer for Ground Breaker Brewing, a gluten free brewery in SE PDX. I highly value Oregon beverage. In fact, I migrated to this state for that exact reason. I have previously worked in the wine industry as well.

I worry for my future in this industry often. Gluten Free Beer already has reduced margins to normal Oregon beer. I worry about GB going out of business. I worry about the wine industry not having space for me either.

I worry about the business I hope to open in Oregon, producing my own brand of beverage

I plan to invest in Oregon beer and Oregon wine for the rest of my career

Please reconsider tax changes that make it harder for someone like me. If the margins on our products get smaller from HB 3610, people like me might have to migrate to another state, like Michigan or New York.

Thank you for your time.

Gloria Zeiger
Ground Breaker Brewing

From: Gary Geist
To: OLCC.Communications * OLCC
Subject: HB 3610 Testimony
Date: Thursday, September 26, 2024 5:07:36 PM

You don't often get email from garygeist@yahoo.com. Learn why this is important

Dear Task Force and Oregon Lawmakers,

I own the Lucky Labrador Brewing Company. In our 30 year history, the last four have definitely been the most challenging. I have seen nearly 50 fellow breweries, brewpubs, and taprooms close down in the past two years. I do not want to be the next. Inflation, food costs, and labor shortages have all been a brutal headwind blowing into our business. Additionally, the new CAT tax has also been a new burden and is paid regardless of our bottom line. Covid is not gone. Every time we get a new surge we can see our sales decline. Yep, it just happened AGAIN in August and September. Our sales are 60% of what they were in 2019. Now is not the time to raise excise taxes. It would be yet another hit to us when we have been down.

Thank you for your time,

Gary Geist

Owner

Lucky Labrador Brewing
[redacted]
Portland, OR 97214

From: Evan Roberts
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Thursday, September 26, 2024 5:10:30 PM

You don't often get email from evan@crowleywines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

As a 4th generation Oregonian and an owner of small family run winery I am reaching out directly in opposition to HB 3610. Our local Wine, beer and spirits industry is already hurting. This additional taxation will only put more pressure on these businesses and it some cases it will be the straw that breaks the camel's back. The end result will be less Oregon businesses and more national and multinational brands filling that void, taking away jobs, tourism and revenue from Oregon.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

Please do not increase taxation on our small business. If you feel that there is a need for additional funding perhaps taxing based on scale of production would be a better place to start. Giant national and international corporations flood the market with cheap alcohol which causes most of these issues. The very small production wineries, breweries and distillers are not where young drinkers are getting their alcohol.

Sincerely,

Wm Evan Roberts III

Evan Roberts
Co-Owner
Crowley Wines
[redacted]
evan@crowleywines.com
www.crowleywines.com

From: Libby Spencer
To: OLCC.Communications * OLCC
Subject: HB3610
Date: Thursday, September 26, 2024 5:03:23 PM

> You don't often get email from libby.spencer@wvv.com. Learn why this is important

Hello,
I oppose raising the wine privilege tax.

Best,
Libby Spencer
Chief Operating Officer
Willamette Valley Vineyards
[redacted]
Turner, Oregon 97392
Mobile: [redacted]
Main office: [redacted]
Main [redacted]
website: www.willamettevalleyvineyards.com

"One of America's Great Pinot Noir Producers" — *Wine Enthusiast*

From: kevin bunnell
To: OLCC.Communications * OLCC
Subject: no excise tax increase
Date: Thursday, September 26, 2024 4:01:37 PM

You don't often get email from gratefulk@gmail.com. Learn why this is important

please do not burden our already strained small businesses, restaurants and breweries with more taxation.

as a veteran of the restaurant industry, I know how thin margins already are. An increase in taxes will only burden our restaurants and breweries even more than they already are, leading to loss of businesses and employment for many.

thank you

Kevin Bunnell
Chef
Portland, OR

From: Zack O"Connor
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:16:00 PM
Attachments: OLCC Public Comments RE HB 3610.pdf

You don't often get email from zack@fortgeorgebrewery.com. Learn why this is important

Please see included comments; attached as a pdf as well.
Sincerely,
Zack

---

c/o HB 3610 Task Force and Oregon Lawmakers, Oregon Liquor & Cannabis Commission

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely,

Zack O'Connor

--
Zackery O'Connor, PHR
Senior Vice President
C. [redacted] // PUB. [redacted]
[redacted]
Astoria Oregon 97103
He/Him/His

Confidentiality Notice - *This email may contain information that is privileged, confidential, or otherwise exempt from disclosure under applicable law. If you are not the addressee or if you have received this email in error, please notify me immediately by replying to this message or telephoning me, keep the contents confidential, and immediately delete the message and any attachments from your system. Thank you.*

"What if, instead of asking, 'who isn't at the table and whose fault is that?' we ask, 'what might we accomplish if more people were at the table?' You start to see the potential. A broader talent pool with new perspectives; new chances to collaborate in the kettle, in the taproom, and in the community; new markets and increased revenues; deeper and more authentic community engagement; alignment of business practices and professional ethics; visibility for overlooked colleagues in the industry; a general broadening of our assumptions about craft beer, the people who make it, the people who enjoy drinking it, and the list goes on and on."

-Dr. J. Nikol Jackson-Beckham

From: STEVEN EBERLY
To: OLCC Communications * OLCC
Subject: c64c3793-3765-87b6-ae4e-cb2e96f9cacb.jpg 1,545×2,000 pixels
Date: Thursday, September 26, 2024 5:31:15 PM

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https://mcusercontent.com/76d3c90b2c0b43b89ea41b244/images/c64c3793-3765-87b6-ae4e-cb2e96f9cacb.jpg?utm_source=Coelho+Winery&utm_campaign=e08884a086-EMAIL_CAMPAIGN_2024_09_25_08_41&utm_medium=email&utm_term=0_-e08884a086-%5BLIST_EMAIL_ID%5D&goal=0_a4221458cd-e08884a086-449747208&mc_cid=e08884a086

Your Help Needed by Friday at 5pm:
Comment on HB 3610 Task Force Considering Wine Tax Increase

Dear OWA Members,

We need your help in the state wine tax debate. As you know, House Bill 3610 created a 20-person task force to examine raising beer and wine taxes at the state level and I've been serving on that task force on your behalf so members know the numerous reasons we should not be raising your taxes. Between the decline in sales and visitation, rising employee costs, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to survive. The last thing we need are more tax increases and some have even proposed eliminating the exemption on smaller wineries.

Now the task force is wrapping up and will submit its final report to the state legislature but first the task force is opening a public comment period. We must ensure as many of our voices are heard loud and clear.

Please email your written comments opposing tax increases here:
OLCC.Communications@olcc.oregon.gov with the subject line "HB 3610 Comments"

I know this is an incredibly busy time, but written comments must be posted between Sept. 25 at 9 a.m. to Sept. 27 before 5 p.m. or they will not be counted. Below is a sample letter you can submit or customize with your thoughts and experiences, and please consider asking others in your circle to weigh-in. We need to make sure the state legislature knows we're hurting, that margins are thin and the Oregon Health Authority lacks accountability and transparency in its spending.

Thank you in advance for your time and help in this vital effort.

Cheers,

Jana McKamey
Executive Director, Oregon Winegrowers Association

Sent from my iPhone

From: Sean McGilloway
To: OLCC.Communications * OLCC
Subject: Excise Tax Increase
Date: Thursday, September 26, 2024 6:13:24 PM

You don't often get email from sean@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

SEAN MCGILLOWAY | WA MARKET MANAGER
e | sean@pfriembeer.com
c | [redacted]
w | www.pfriembeer.com

[redacted]
Hood River, OR 97031
Beer Connoisseur, Brewery of the Year 19'

From: Brian Wells
To: OLCC.Communications * OLCC
Subject: HB 3610 Comment
Date: Thursday, September 26, 2024 5:18:07 PM

[You don't often get email from brianwells@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

As a customer of many regional breweries I am against increasing prices above what inflation already created. I cant see how breweries could exist if beers reached, say, 8-10 dollars. Which is only a 10-12% increase but a threshold over which customers would shutter. COVID and costs have killed so many breweries in the last two years. Or prompted selling them to large out-of-state franchises (eg AB).

Oregon is defined by many things; beer being one. Why endanger all but the largest breweries

Sent from my iPhone

From: Jeanne Feldkamp
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Thursday, September 26, 2024 8:13:58 PM

You don't often get email from jeanne@corollarywines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers:

Oregon's 1,100+ wineries and 1,500+ vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits, and $8 billion in economic activity for the state each year. Our industry is a model of responsible land stewardship, environmental leadership, and collaboration throughout the world.

I own one of the hundreds of small, family-owned wineries in Oregon. Between rising employee expenses, natural disasters, supply chain issues, and increasing cost of materials, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

This issue is of particular importance to me because my winery exclusively makes sparkling wine, which is (inexplicably) taxed at a significantly higher rate than still wine. Sparkling wine is an emerging category that is driving a lot of tourism to Oregon's wine regions right now—but as a sparkling producer, we already bear an unfairly high privilege tax burden on our production. Additional taxes would render the state's nascent sparkling wine industry unviable, as it would raise our production costs to a range where it would be impossible for us to compete with comparable wines from Champagne.

Wine tourism is important because for many consumers, visiting a vineyard is the first—or only—contact they have with agricultural production. It is one of our only opportunities to show people where their food and beverages come from, and why the land and the people who produce those products matter. By forcing many small wineries into a position where they would be unable to compete in the marketplace, HB 3610 threatens to sever that connection for millions of people each year.

Theoretically, HB 3610 is meant to fund addiction services. However, there is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million—more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses.

The bottom line is that Oregonians need a public health agency that is focused on enabling recovery for problem drinkers—not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers—especially those of us trying to get our state's sparkling wine sector off the ground—need the support of

Oregon lawmakers to continue making the world-class wines that have put Oregon on the map.

I strongly oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Jeanne Feldkamp
Owner and Winemaker, Corollary Wines

corollarywines.com
@corollarywines

From: Kevin Konstad
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:33:12 PM

You don't often get email from kevin@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax our benefits!

KEVIN KONSTAD | OR SW WA MARKET MANAGER
e | kevin@pfriembeer.com
p | [redacted]
w | www.pfriembeer.com

[redacted]
Hood River, OR 97031

From: Steve Krause
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:47:10 PM

You don't often get email from thehoppybrewer@gmail.com. Learn why this is important

To Whom This Concerns,

My name is Steve Krause, owner of The Hoppy Brewer/ Krauski's Brewskis located in Gresham since 2011. We are a small business with 6 employees. Over the years I have had to deal with increases on all expenses across the board with payroll/ taxes leading the way. And like with all businesses, the consumer pays the price in the end.

When I opened, pints were $5, now pints sell for $7 and in some cases $8. In the grocery stores, I am seeing 6-packs of 5%- 6% beer selling for $14.99.....FOR A 6-PACK...!!
As of now, I pay $2.60 in "privilege" tax per BBL of beer sold, as all breweries in Oregon do. I can't even imagine what will happen to not just my business, but other like businesses if this rate increase actually does goes through..!!?? $20 6-packs, $10+ pints...??

What is the goal here? To raise money for treatments or to put us out of business? How will you raise money from businesses that do go out of business due to increase taxation..? How about better accounting so ALL of the money collected is accounted for instead of $millions being unaccounted for...? There is so much at stake here that I hope you all really think this through...
Thank You,
Steve

From: Mike Trumble
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:40:19 PM

> You don't often get email from mike.trumble@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

As an employee of Columbia Distributing, I am part of an industry that has faced significant challenges over the past few years. Between rising ingredient costs, labor shortages, and natural disasters, many of our local breweries and cideries are struggling to stay afloat. I urge you to oppose any increase in taxes on beer, wine, or cider.

Our industry is still recovering from the pandemic, and adding taxes will further destabilize businesses that are already on shaky ground. Consumers are already facing high prices for their favorite beverages, and additional taxes could drive them away.

While substance abuse is a major issue in Oregon, raising alcohol taxes is not the answer. Only 3% of current alcohol taxes go to substance use disorder (SUD) programs, yet the Oregon Health Authority has failed to properly account for millions of dollars already allocated to these programs. The focus should be on ensuring these funds are used effectively, not increasing taxes on struggling industries.

Please support our local beverage industry by voting against any tax increase. This sector is vital to Oregon's economy and identity.

Sincerely,

Mike Trumble

[redacted]
Wilsonville, Or 97070

Sent from my iPhone

From: Daniel Moreno
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:35:53 PM

You don't often get email from danielxmoreno@gmail.com. Learn why this is important

taxes should be in canabis or hard alcohol, not micro brewers or cider makers.

fermentation science is an art, and a degree at OSU. the industry is hurting especially in the last few years and this would be catastrophic to the beer craft community.

sincerely,
Daniel

From: Kate Spielman
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 8:16:53 PM

You don't often get email from kate@fairsingvineyard.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits, and $8 billion in economic activity for the state each year, making Oregon a top wine-producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues, and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments.

The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice what the state receives from wine and beer taxes per biennium.

If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world-class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

photo

Kate Spielman
Marketing Manager, Fairsing Vineyard

Family-owned vineyard in Oregon's Willamette Valley
[redacted] | www.fairsingvineyard.com
kate@fairsingvineyard.com
[redacted] Yamhill, OR 97148

From: William Ryan Buys
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:50:26 PM

You don't often get email from buys.wr@gmail.com. Learn why this is important

To whom it may concern,

I'm an Oregon native and run a small business in downtown Corvallis.

I was shocked to learn about this proposed bill and after taking a moment to consider the potential impact it will have on breweries, sales venues, and citizens in Oregon, I felt I had to submit a comment.

Corvallis, like many towns in Oregon, has struggled recently through Covid and the economic difficulties since.
There are a large number of breweries and restaurants for whom this bill would be a death knell.

I don't work in a business that sells or brews beer, but this would affect more than just breweries, pubs, and restaurants.
In many towns like Corvallis, we rely on the success of neighboring businesses in order to maintain vibrant downtowns and keep our communities afloat.
Some of our neighboring businesses (and many of the businesses that bring the most traffic and dynamism to our downtown) would be seriously hurt by this bill becoming law.

Beyond that, the negative economic impact statewide seems obvious. If those behind this bill think it's an easy way to generate revenue and deter drinking, they clearly have some serious misconceptions. Many breweries will simply move out of Oregon, devastating our state economy, as well as destroying a well-recognized subculture that Oregonians are both known for and that many have a deep pride in. Oregon has been at the forefront of the craft beer movement and this would be a rejection and slap in the face to those whose effort in that space has really put Oregon on the map.

I am in the music business and Corvallis already has a serious lack of music venues for the average musician.
When I run down the list of venues, most receive a significant portion of their income from alcohol sales, or are themselves breweries.

The arts are an important, I would say vital, thing. Music is something all can enjoy, but for many artists it can be very challenging to find venues in which to perform. This can be even harder when you consider diversity of genres.

Sales of alcohol help keep venues afloat, which in turn keep artists playing music, and keep communities exposed to and engaged with artists and the arts.

There may be an idea of these things being disconnected, but in reality, they often are.

An unintended consequence of this bill may be to silo live music even more disproportionately into a luxury for the rich, as without casual venues having the margins to organize and make

their spaces available to musicians, anyone wishing to hear music actually performed live will find this harder and harder.

If proponents of this bill think a $15 pint at a local pub will not destroy businesses and livelihoods, I'm sorry to say I think they're very out of touch.

Politicians should also take heed. Despite the incredibly short window for public comment, I have no doubt there will be a reckoning at the polls by constituents statewide if this bill passes.

In strong opposition to HB 3610,

W. Ryan Buys, Corvallis Oregon

From: The Good Vibes Tour
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:36:08 PM

[You don't often get email from info@thegoodvibestour.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Good evening,
I am writing to oppose any increase in Oregon's Wine privilege tax. My tour business is dependent on tourism coming into Oregon to explore the Willamette Valley's beautiful wine region. With inflation on the rise, we have already seen a decline in tourism and I don't think the industry can support a larger tax. At least not without destroying many of the small, new, and family run wineries in the area. I also believe this will have the same effect on the transportation companies that keep visitors safe during their stay. I oppose the proposed increase to Oregon's wine tax and encourage the same of our law makers.

Cheers,

Shane Kelley
The Good Vibes Tour
Aurora, Or
[redacted]

From: ryan@prodigalsonbrewery.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:20:47 PM

You don't often get email from ryan@prodigalsonbrewery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Ryan DeGrofft
Prodigal Son Brewery
[redacted]

www.prodigalsonbrewery.com

From: MJ L
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:18:18 PM

[You don't often get email from mjlattner@icloud.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear HB 3610 Task Force and Oregon Lawmakers, Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the
pandemic people are drinking less and wine sales are down. Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And
that means certainty and stability in our tax code, not more taxes. There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million - more than 7% of what it spent on SUD programs in 2021- 2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using
funds to discourage drinking among moderate consumers. Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map. I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.
Cheers,

Let my life be a love letter to the possibility of life.

MJ Lattner

The goal is about making everybody feel seen and heard and loved wholly and completely for who they are today and able to call them into who they were created to be.

From: Duality Brewing
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 7:02:10 PM

You don't often get email from dualitybrewing@gmail.com. Learn why this is important

To Whomever this may concern,

This tax will have a massive impact on our small business. We are in our first 1.5 years of business, and are already taxed quite high which directly impacts what we can pay ourselves and our employee.

Thank you for considering the impact this has on so many small businesses.

Best,

Alyssa + Mike

From: Doug Coombs
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:53:23 PM

You don't often get email from doug@alesongbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to you not just as the owner of Alesong Brewing & Blending, but as a concerned member of our vibrant brewing community. I am reaching out to express my strong opposition to the proposed tax increases on alcohol in our state. As a small brewery owner, I have witnessed firsthand the mounting challenges our industry faces, and this tax increase would only exacerbate an already precarious situation.

First and foremost, let's consider the current economic climate. Over the past few years, we have seen rising costs across all facets of our operations—from raw materials to labor and borrowing costs. Inflation is squeezing our margins tighter, leaving little room for error. Adding a tax increase on alcohol would further diminish our profitability and would lead to more tough decisions about staffing and operational sustainability.

Moreover, we are witnessing a troubling trend in consumer behavior. Declining demand for beer, particularly among younger generations who are opting for alternatives, has put many breweries, including mine, in a challenging position. With fewer customers purchasing our products, we are already competing harder than ever to keep our doors open. A tax increase would mean higher prices for our customers, potentially driving them away and worsening our sales. This is the last thing we need in an industry that is already facing numerous closures.

The craft brewing landscape in Oregon is rich with diversity and creativity and is a point of pride for our state, but it is not all success stories as it once was. Many of my fellow brewers have been forced to shut their doors due to financial pressures, and a tax increase would only add to that growing list. Each brewery that closes not only represents lost jobs but also a loss of local culture and community connection. We take pride in our unique contributions to Oregon's economy and identity, and any policies that threaten our viability undermine our collective effort to support local communities and economies.

Furthermore, it is vital to recognize the broader implications of a tax increase on alcohol. This move could drive consumers to purchase cheaper, potentially unregulated alternatives - something we are already struggling with in every major city in the state. The unintended consequences of higher taxes often lead to behaviors that do not align with public health goals. Instead of promoting responsible drinking and supporting local businesses that are heavily regulated in the way that they serve and promote their products, a tax increase could encourage consumers to seek out cheaper and less safe options.

In closing, I implore you to reconsider the proposed tax increase on alcohol. Let us work together to find solutions that promote the health of our communities while supporting the livelihoods of those who contribute to Oregon's unique craft beer culture. Thank you for your time and consideration.

Sincerely,

Doug Coombs
Founder, owner, day to day employee
Alesong Brewing & Blending

--
Doug Coombs
Founder, Alesong Brewing and Blending
Brewery: [redacted] Eugene OR 97405
Mailing: [redacted] Eugene OR 97402
doug@alesongbrewing.com | alesongbrewing.com
[redacted]

From: Kimberly Dawson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:34:25 PM

[You don't often get email from artzkd@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear HB 3610 Task Force and Oregon Lawmakers,

I am a resident of Portland, Oregon, and a frequent explorer of Willamette Valley's small, family owned wineries. Collectively, they are an Oregon treasure and one of the reasons I appreciate living in this area.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. Since the pandemic, people are drinking less and wine sales are down. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, Oregon's largely small, family-owned wineries and growers are facing major challenges.

Wine is a vital part of Oregon's economy and identity, and Oregons wineries and growers need and deserve the support of Oregon lawmakers to remain viable and continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you.

Kimberly Dawson
Portland, Oregon

From: Rose Wilson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:25:17 PM

You don't often get email from mowgli8318@charter.net. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

My husband and I have been share holders in Pelican Brewing Co. for over 10 years. Oregon's brewing industry, which boasts over 300 breweries, is a vital component of Deschutes County's economy. This dynamic sector supports approximately 50,000 jobs, contributes $2.8 billion in wages, and generates $8.7 billion in economic activity annually for the state.

My husband I also owned an independent pharmacy for over 25 years. We daily saw the impact of drug addiction on families. It's crucial to address the fentanyl crisis correctly statewide and with great care. We need to do so however without blaming alcohol or claiming a lack of funding is the issue. The real problem seems to be with the Oregon Health Authority (OHA) and how it handles drug addiction services. Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Please do not penalize the brewing/wine/hospitality industries by increasing taxes.
Rose & Dave Wilson
Deschutes County

From: Christopher Mongillo
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:19:34 PM

You don't often get email from christophermongillo@gmail.com. Learn why this is important

Hi there,

My name is Christopher Mongillo, and I am a proud former brand ambassador and sales representative for Buoy Beer Company in Astoria, Oregon. I spent nearly a decade in the Oregon craft beer scene, including my time as a bartender in the original taproom. I recently returned to Oregon after 3 years pursuing a music career in Los Angeles, and I was alarmed to learn about the proposed tax on beer and wine today.

Since my departure in 2020, the craft beer landscape has changed dramatically. Many beloved breweries, both large and small, have closed their doors or compromised quality to stay afloat. In the last year alone, we saw nearly twice as many microbreweries shut down as opened; 22 closures, including well-known names like Ex Novo and Ecliptic, with only 12 new openings. The impact on our community is profound, with nearly 30 taprooms also closing, marking the worst year on record, and very few new ones in their place.

Craft beer sales have struggled in recent years due to shifting consumer habits, particularly among younger generations. Many are choosing to drink less or opt for cheaper or lower-calorie alternatives like seltzers and canned cocktails. During my travels around the country, I sampled many local breweries, but none quite compared to the unique offerings of Oregon. In Los Angeles, I found that a pint of good craft beer averaged around $10-11 and a 4-pack of 16oz cans often sold for over $20, leading me to cut back significantly on my craft beer consumption. Where in Portland I would average about 7-8 pints a week, in Los Angeles I would maybe have a pint or two every few weeks as a treat. I sorely missed beer, but I couldn't justify the expense.

Since returning to Oregon in June, I've embraced our local beer culture once again, enjoying pints priced at around $7-8. However, a new tax would push me and many others to reconsider even a single pint, or opt not to have that second one.

Imposing a tax on beer would not only exacerbate the challenges already faced by local breweries and taprooms, but would likely discourage consumers from enjoying the craft beers that make our state special, especially as costs of living continue to rise. This could lead to further declines in an industry that is an immense source of pride for Oregon.

I urge you to reconsider the proposed beer tax and its potential consequences on our vibrant craft beer community. Thank you for your attention to this important matter, and I welcome the opportunity to discuss further.

Cheers!
Christopher Mongillo

From: Kristen Arzner
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 6:11:24 PM

You don't often get email from kristen@block15.com. Learn why this is important

To Whom It May Concern:

My name is Kristen Arzner and I am the co-owner of Block 15 Brewing Company in Corvallis, Oregon. We opened our original Brewpub in 2008 and currently operate three restaurants, two brewing facilities, a winery, and a beverage distribution operation. We employ 121 dedicated and hard-working Oregonians. I am writing to this Task Force to provide you with my perspective as you consider Alcohol Pricing. Imposing another tax on breweries in Oregon would be burdensome to the fiscal stability of my business.

Like most businesses, we have faced a myriad of challenges in recent years with increasing labor costs and increasing cost of goods, all while balancing the understandable pressure from customers to keep prices as low as possible. After first opening our doors during a recession and successfully navigating a pandemic, I can honestly say that it is more difficult to do business now than in any year since opening in 2008. But I love what I do, and am up for the challenge because I really believe that Oregon beer culture adds value to our communities.

In addition to the high-quality food, beer, and hospitality Block 15 serves, there are many aspects of my business's impact that I am very proud of. We strive to be a positive, team-oriented, and inclusive place of employment, offering numerous employee benefits programs, and always putting our team first. Second, we aim to be a good neighbor and member of our community by donating to nonprofits in our area and purchasing goods and services from local and regional businesses whenever possible. Third, we operate in a way I think is fiscally and socially responsible. Even when the cost of doing business continues to rise, our team always looks inward to find efficiencies and creative solutions rather than passing the buck to our valued customers.

The reality, however, is that there are only so many ways to minimize costs without compromising product quality and diminishing the hard-earned integrity of my brand. Imposing another tax on breweries and wineries would greatly affect the financial stability of my business and add further uncertainty into the viability of its future.

The nature of your work is serious and this issue is incredibly important. I appreciate your time. Please don't hesitate to reach out if you need additional information.

Sincerely,
--
Kristen Arzner
President and Co-founder
Block 15 Brewing Company, Inc.



From: Ashley Schlegel
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:48:37 PM

You don't often get email from daffodill37@hotmail.com. Learn why this is important

To whom it may concern,
According to Oregon.gov, regarding HB 3610 "The measure specifies that task force members shall: study alcohol addiction and alcohol addiction prevention..."
As a small brewery owner, I hope this task force will spend the time to study alcohol addiction, its origins and its top contributors before considering imposing any additional taxes on Oregon's small businesses. Please take the time to understand how small Oregon breweries positively contribute to our communities and please be absolutely sure that any new tax or fee will *actually* do what you wish it will do and that you have weighed the negative outcomes to Oregon's hardworking business owners and their beloved employees.
One of my biggest fears as a business owner is that we will be unable to safely operate our business and pay our employees the living wage they deserve and offer them the excellent benefits they, and their families, rely on. Higher taxes and/or fees make it much more difficult, if not impossible, to do this.
I beg you to conduct thorough research on this topic and do not make any hasty decisions regarding additional taxes and fees.
Thank you for your time and consideration and your commitment to keeping Oregon a wonderful place to live and work.

-Ashley Schlegel

From: Tyson Pruett
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:19:55 PM
Attachments: anthema(1)_d8505059-28ed-462e-9868-30b6a1ae43a0.png
bluewhiteminimalistmodernfinancialadvisorlinkedinbanner(7)_e613a42e-ac15-4a7a-bb20-f00a6f9d6471.png
socialmediabanner_5dc4c30a-ff9e-43bb-8ca5-b2514d67070b.png

You don't often get email from tysonp@dpwcpas.com. Learn why this is important

Dear HB 3610 Task Force,

I am a CPA, and I work with a lot of local Oregon wineries. The industry has seen a decline in sales, increased costs of employees, increased state and local taxes, additional administrative burdens, etc. The last thing they need is for the State of Oregon to add to the challenges by making it even harder for them to stay in business. Please oppose raising Oregon's wind privilege tax and I would encourage you to ask the lawmakers to oppose it as well.

Thank you.

Tyson Pruett, CPA, PFS

Tyson Pruett
Partner
[redacted] FAX [redacted]
[redacted], Salem, OR 97301
[redacted] Portland, OR 97224
www.AnthemStrategists.com
UPLOAD DOCUMENTS HERE



From: Dan Munch
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 5:16:57 PM

You don't often get email from danmunch610@gmail.com. Learn why this is important

To whom it may concern,

I am writing to express my dissatisfaction with any proposal to raise taxes on beer or wine in Oregon, either as an excise tax increase or a new sales tax.
As a brewing industry veteran of 15 years, I was let go from my job almost a year ago and have had a difficult time finding a comparable role in the industry due to the major contraction in Oregon breweries in the past year and the risk aversion that goes with it. I live in Travis Nelson's district and worked for Widmer Brothers Brewery for 11 years, the largest brewing facility in the state, which is located in Tawna Sanchez's district.
Raising taxes on beer during this time when the local brewing industry is the weakest it's been in twenty years would have a devastatingly negative effect on the security of a large number of middle class jobs in the aforementioned districts, including the union production jobs at Widmer Brothers Brewery.
Part of what makes Oregon special is the favorable financial incentives that helped develop a one-of-a-kind culture of craft beer and wine that is the envy of other states. While alcohol addiction is a serious issue in Oregon that deserves a real solution, punishing those who imbibe responsibly with higher prices and threatening the jobs of those who produce beverages for the enjoyment of many Oregonians is not the way to fix this complex problem.
I sincerely hope that Representatives Sanchez and Nelson think about the impact on the livelihoods of the people who live and work in their districts before choosing to advocate for tax increases that would devastate the Oregon beer and wine industries.
I have watched a lot of the meetings of the HB 3610 task force, and know how far apart many of the members are in reaching consensus. There are many other revenue streams that were proposed besides increasing taxes, and I hope that our state representatives get creative in finding a way forward that doesn't threaten the jobs and businesses of people I care about.

Sincerely,
Dan Munch
District 44 resident

From: Marykay Michaels
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregon Youth
Date: Thursday, September 26, 2024 7:17:09 PM
Attachments: image001.png

You don't often get email from mkmichaels1@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonian youth above profit margins for alcohol manufacturers. Data shows that for youth, parents and other adults (modeling) are one of the primary reasons they experiment with Alcohol or other substances. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to prevention resources for youth and treatment options across the lifespan.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. According to OHA, alcohol is the 3rd leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. During a summit hosted by Oregon Recovers in August of 2024, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Significant Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force. We appreciate your support of the health and safety of Oregon youth!

Marykay Michaels
Chair
Big Village
Bigvillagepdx.org



From: Nina and Brian Kawall Longden
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Thursday, September 26, 2024 8:16:15 PM

You don't often get email from niandbri@msn.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million - more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Marina Longden

From: Martha Figueroa
To: OLCC.Communications * OLCC
Subject: HB3610 Comments
Date: Thursday, September 26, 2024 7:05:04 PM

You don't often get email from martha.figueroa@coldist.com. Learn why this is important

To the Alcohol Task Force,
I am writing to express my opposition to Representative Sanchez's proposed alcohol tax increases. The data presented by experts clearly shows that raising taxes will not reduce alcohol consumption. Instead, the focus should be on improving the efficiency of addiction recovery programs, especially since Oregon already spends more than most states on these services. Unfortunately, the Oregon Health Authority (OHA) has failed to track spending or measure success. Instead of imposing more taxes on our breweries, the state should conduct a third-party audit of OHA's SUD programs and ensure existing funds are used effectively.
Thank you,

Martha Figueroa
[redacted]
Woodburn, OR. 97071

Columbia distributing | 100 100% ACCOUNTABILITY. 0 EXCUSES.

From: Bill Hammack
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:05:50 AM

You don't often get email from bill.hammack@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my opposition to any proposed increases in cider taxes in Oregon. Cider is a fundamental part of Oregon's identity, with over 70 cideries producing high-quality products using the fruits that our region is known for. Many of these cideries are small, family-run operations, and over half are owned by women.

These businesses are already struggling to survive due to rising costs. The price of fruit juice, a key ingredient in cider, has increased by 100%, making it harder for local cidermakers to remain profitable. In addition, supply chain issues, labor shortages, and the lingering effects of natural disasters like wildfires have further strained their resources. Imposing additional taxes on these businesses would be devastating and could lead to closures.

Raising cider taxes will not solve Oregon's fentanyl or addiction problems. The state has already allocated over $1 billion to addiction prevention and recovery, yet the Oregon Health Authority has been unable to account for $72 million of those funds. The problem isn't the lack of funding—it's the lack of oversight. Instead of increasing taxes on small businesses, we should focus on ensuring existing resources are being used effectively.

Please stand with Oregon's cidermakers and oppose any cider tax increase. These businesses are an essential part of our economy and community.

Sincerely,

Bill Hammack

From: Chris Klein
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:12:47 AM

> You don't often get email from chris@cascadefloors.com. Learn why this is important

The last thing the Beverage and Hospitality Industries needs in Oregon is more taxes. This would inevitably result in many more lost jobs and closings. More businesses paying minimal taxes is always better than few businesses paying high taxes. Think about all the people in the industry loosing jobs and businesses this will close. Our shattered economy can't support more closures and loss. Small businesses need lifted up not torn down.

Chris Klein Sales Manager/Brewery Sales
Cell [redacted]
Office [redacted]
www.cascadefloors.com
Pardon any typos...Sent from my iPhone

From: Mark Jackson
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Friday, September 27, 2024 8:05:46 AM

You don't often get email from cruzzie63@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in beer taxes in Oregon. With over 300 breweries generating $8.7 billion in economic activity and providing 50,000 jobs, it is clear that our brewing industry is vital to the state's economy.

Recent statistics show a concerning decline, with approximately 50 breweries shutting down in the last two years. The pandemic has already taken a toll, and draft beer sales are down nearly 30%. The brewing community is struggling, facing inflation, supply chain disruptions, and a labor shortage. Adding more taxes would only exacerbate these challenges and threaten the livelihood of countless workers.

Moreover, the assertion that raising beer taxes would help combat substance abuse is misleading. The OHA has already been allocated substantial funds for addiction recovery, yet there are questions about its accountability. The missing $72 million from SUD programs indicates a need for better management of existing resources rather than additional taxation.

Instead of taxing our breweries, let's ensure that the current funds are utilized effectively to address substance use issues. Raising beer taxes would not only harm local businesses but also fail to solve the problems we face.

I urge you to stand with our local breweries and oppose any tax increases.

Sincerely,
Mark Jackson

From: Kenny Hartill
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:28:13 AM
Attachments: image002.png

> You don't often get email from kenny.hartill.jr@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

As an employee of Columbia Distributing, I see firsthand the difficulties that the beverage industry in Oregon faces. I'm writing to urge you to oppose any increase in taxes on beer, wine, and cider. The industry is still recovering from the effects of the pandemic, and adding more taxes would threaten its fragile recovery.

We've dealt with rising ingredient costs, severe supply chain issues, and labor shortages. Consumers are already paying more for their favorite local beverages, and further tax increases would only drive them away, hurting local producers and distributors.

While we all acknowledge the substance abuse problem in Oregon, raising alcohol taxes won't solve it. The Oregon Health Authority has been unable to account for millions in substance use disorder program spending. We need to audit the OHA and ensure existing funds are being used effectively before considering new taxes.

Please protect Oregon's beverage industry and oppose any tax increase. This is a vital part of our state's economy and culture.

Sincerely,

Kenny Hartill
Director of National Accounts – Large Format & National C-Store
Columbia Distributing
[redacted] (cell) | Kenny.hartill.jr@coldist.com
www.coldist.com

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WSET LEVEL 2 WINES & SPIRITS CERTIFIED

From: Bill Tollner
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:12:53 AM

You don't often get email from bill.tollner@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am one of over 1,400 employees at Columbia Distributing, and I strongly oppose raising taxes on beer, wine, and cider in Oregon. Our industry has faced enormous difficulties over the last few years—rising costs, labor shortages, and supply chain disruptions. Tax hikes will make it even harder for these businesses to stay afloat.

Consumers are already feeling the impact of these challenges, with prices for their favorite beverages at an all-time high. A tax increase would further drive up costs and reduce consumer demand, putting additional pressure on local breweries and cideries that are still recovering from the pandemic.

Oregon's substance abuse issues are serious, but raising alcohol taxes won't fix them. Only 3% of current alcohol tax revenue is allocated to substance use disorder programs, yet the Oregon Health Authority can't even account for millions of dollars in spending. Before increasing taxes, we need to ensure that existing funds are being used effectively.

Please vote against any tax increase and help support an industry that is vital to Oregon's economy and identity.

Sincerely,

William Tollner
[redacted]
Portland, OR 97218

From: Elizabeth Ritter
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 7:54:23 AM

You don't often get email from elizabeth.ritter@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am reaching out to voice my opposition to any increase in Oregon's beer taxes. With over 300 breweries in our state, the industry supports approximately 50,000 jobs and generates $8.7 billion in economic activity. However, the pandemic has taken a toll, resulting in the closure of nearly 50 breweries in recent years.

Breweries face immense challenges, including rising costs for ingredients and labor shortages. Adding more taxes will only exacerbate these issues and threaten the livelihoods of workers in the industry. Our local businesses need support and stability, not increased financial burdens.

While addressing substance use disorder (SUD) is important, higher beer taxes are not the answer. The Oregon Health Authority (OHA) already spends substantial funds on addiction services, yet a recent report revealed that $72 million remains unaccounted for. This mismanagement calls for a reevaluation of current spending rather than imposing new taxes on struggling breweries.

Instead of raising beer taxes, let’s focus on ensuring that existing resources are used effectively to address addiction and support our breweries. Beer is an integral part of Oregon’s culture and economy, and it deserves our support.

I urge you to oppose any tax increases on beer, which would harm our local businesses and communities.

Thank you for considering my perspective.

Sincerely,

Elizabeth Ritter

[redacted]
Portland OR 97202

From: Lora Crismon
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 7:47:27 AM

You don't often get email from lora.crismon@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in beer taxes in Oregon. With over 300 breweries generating $8.7 billion in economic activity and providing 50,000 jobs, it is clear that our brewing industry is vital to the state's economy.

Recent statistics show a concerning decline, with approximately 50 breweries shutting down in the last two years. The pandemic has already taken a toll, and draft beer sales are down nearly 30%. The brewing community is struggling, facing inflation, supply chain disruptions, and a labor shortage. Adding more taxes would only exacerbate these challenges and threaten the livelihood of countless workers. *I'm already struggling with the economy and fully believe the bill would put my nearly 25 years of employment in the industry at higher risk (reduced head-count due to lower budgeting against high costs) which goes beyond financial ramifications by including my physical and mental wellness (stress, anxiety, pressure to do more with fewer teammates, etc.).*

Moreover, the assertion that raising beer taxes would help combat substance abuse is misleading. The OHA has already been allocated substantial funds for addiction recovery, yet there are questions about its accountability. **The missing $72 million** from SUD programs **indicates a need for better management of existing resources rather than additional taxation**. *Higher taxes and more funds would put the State's continued mismanagement and losses on steroids. Fix the very real, serious problem of that first and prove that the Program is working; allow the industry to recover and small businesses to grow – then I, for one, would be more open to a new proposal.*

Instead of taxing our breweries, let's ensure that the current funds are utilized effectively to address substance use issues. Raising beer taxes would not only harm local businesses but also fail to solve the problems we face.

I urge you to stand with our local breweries and oppose any tax increases.

Best regards,

Lora Crismon
(personal address: [redacted] *Wilsonville OR 97070)*

Purchasing Specialist Sr.|Purchasing Dept
[redacted]
Columbia Distributing
www.coldist.com



From: Nathaniel Hobbs
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 7:37:02 AM

[You don't often get email from nghobbs@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Good morning,

I have lived in Oregon my whole life, worked in the restaurant industry for 20 years and has many, many friends in the beer and wine industry. I do not believe that adding any sort of tax that would ultimately greatly hurt the wonderful small craft beer and wine industry would be a good idea. I appreciate all efforts to provide more help for people with addiction, but I do not believe this is the right target. Most, if not nearly all, alcoholics do not consume a majority of the more expensive craft beverages. Larger national brands of cheaper beer, malt liquor, boxed wine and cheap liquors are more likely to be abused.

Again, I do appreciate the effort being put into this and would love to see more state assistance for addiction of all varieties, but I do not believe this is a smart or vable way. As you know, the effort, stress and cost that goes into running a small brewery or winery is tremendous and any added costs could be extremely detrimental.

Thank you
Nathaniel Hobbs
Portland, OR

From: Liz Bethell
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 7:04:22 AM

You don't often get email from lizkbethell@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Liz Katona Bethell
Hospitality Management Professional

lizkbethell@gmail.com
[redacted]

From: Ramey, Kari
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 6:59:33 AM

> You don't often get email from kari@zenithvineyard.com. Learn why this is important

Hello,
Placing a tax on this major Oregon Industry does everything to discourage and penalize this agricultural product and a major source of Oregon tourism. No to this tax.
Sincerely,
Kari Ramey

Kari Ramey
Zenith Vineyard Wedding and Events
[redacted]
Salem, OR 97304
[redacted]

From: Jeff Hatten
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 6:44:08 AM

You don't often get email from jahatten@gmail.com. Learn why this is important

Dear Members of the Task Force on Alcohol Pricing and Addiction Services,
I am writing to provide feedback on HB3610 regarding potential tax increases on alcohol. While I understand and appreciate the need to address alcohol addiction and fund essential services, I urge caution in raising taxes on alcohol, particularly for small businesses, craft breweries, and distilleries. These small businesses are the cultural backbone of many of our neighborhoods and communities.

Craft breweries and distilleries contribute significantly to Oregon's local economy and play a vital role in fostering community identity and pride. Increasing taxes could be detrimental to these businesses, many of which are already grappling with inflation, supply chain issues, and labor shortages.

It is important to avoid leaning towards the prudish tendencies of a neoprohibitionist movement that could inadvertently harm these community staples. A significant tax increase could discourage patrons and potentially lead to closures of these establishments.

While some adjustments to alcohol taxes may be necessary, I strongly advocate for any increase to be kept small and measured. This will help mitigate the negative impact on small businesses while still addressing the broader goals of HB3610.

Thank you for considering this perspective, and I look forward to the task force's findings.

Sincerely,
Jeff Hatten
Corvallis

From: Jeremy Hoff
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:54:30 AM

You don't often get email from jeremyhoff73@gmail.com. Learn why this is important

There are reasonable times to add new taxes. Taxing beer in such a way that will hurt Oregon's awesome craft brewers is NOT reasonable. It is bad for beer lovers, terrible for small business, and in the long run a huge loser for Oregon. You will end up with less revenue as a result of this. Don't be Big Government, be the opposite of that and do the right thing. Do NOT slap a new tax on our America-best Oregon craft brewers.

Jeremy Hoff

From: Abram Goldman-Armstrong
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:59:31 PM

You don't often get email from agoldmanarmstrong@gmail.com. Learn why this is important

Dear OLCC- I am gravely concerned about the attempt to raise the taxes on Oregon breweries and cideries. I worked in the brewing industry from 2000-2019 in Oregon, and after a large number of closures in 2019 due to economic pressures, I moved to Norway where I became brewmaster of a microbrewery which produced 240,000 liters (about 2000 US Barrels) of beer, cider, and soda in 2023. I have recently taken over as production manager of a craft cidery in Western Norway.

Brewers in Oregon are already facing extremely high costs of doing business. Many are still struggling to recover from the after effects of COVID, which gutted on premise sales. In addition to the high energy and raw materials costs, brewers are already facing a public that is decreasing its consumption of alcohol.

Please don't let a large increase in taxes be the nail in the coffin for Oregon craft beer, cider, wine and craft spirit producers. It's not just the jobs of those producing the beverages, but barley, hop, apple, grape and berry farmers you'll be impacting by raising the beer tax.

Norway could well be a cautionary tale. Norway has the highest alcohol tax in Europe and the craft beer market here peaked at just under 4% of the beer market in 2018 and has been declining ever since. Brewers are struggling, laying off workers, and many are closing their doors due to the same increased cost of raw materials and energy and after effects of COVID which are also impacting Oregon producers. It's simply too hard for the independent breweries here to compete with multinational giants such as Carlsberg. In Oregon half of the beer sold in the state is brewed in the state. That's do not only to the hard work of entreprenuerial brewers, but also to a favourable tax structure. Please keep it that way.

Thanks for your consideration, Abram Goldman-Armstrong, Production Manager Alde Sider, Nå, Norway

From: Nathan Lulay
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 10:58:50 PM

> You don't often get email from nathan.lulay@coldist.com. Learn why this is important

Alcohol Task Force,
I am writing to express my strong opposition to the proposed increase in beer, wine, and cider taxes. Oregon's $17 billion beverage alcohol industry is the third largest source of revenue in the state and an essential part of our economy and cultural identity. This industry supports over 100,000 family-wage jobs, including the 1,400 employees at Columbia Distributing.
Instead of burdening businesses with higher taxes, the state should prioritize using the substantial funding that has already been allocated to address addiction issues. Increasing taxes on an industry that has been a backbone of Oregon's economy is not the solution.
Thanks,

Nathan Lulay

[redacted] Scappoose, OR 97056

From: Wynne Peterson-Nedry
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:52:08 PM

You don't often get email from wynnepn@rrwines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Wynne

Wynne Peterson-Nedry
Winemaker/Owner RIDGECREST
40th Harvest Approaching!
C: [redacted]
Sent from my iPhone

From: Monica Carson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Thursday, September 26, 2024 9:33:56 PM

You don't often get email from monica@monicamwines.com. Learn why this is important

I am writing to encourage you to not increase taxes on wine. The margins on wine production are very slim for small producers. An added tax at the register will impact small producers negatively.

Thank you,
Monica Carson

From: Cheryl Layne
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregon Youth
Date: Friday, September 27, 2024 4:24:56 AM

[You don't often get email from claynemd@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear Task Force Members,

We are writing to encourage you to place Oregonian youth above profit margins for alcohol manufacturers. Data shows that for youth, parents and other adults (modeling) are one of the primary reasons they experiment with Alcohol or other substances. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to prevention resources for youth and treatment options across the lifespan.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. According to OHA, alcohol is the 3rd leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. During a summit hosted by Oregon Recovers in August of 2024, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Significant Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force. We appreciate your support of the health and safety of Oregon youth!

Cheryl Layne, MD

Big Village Coalition member

Sent from my iPhone

From: Sara Smith
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Friday, September 27, 2024 8:22:02 AM

You don't often get email from astheyare1376@gmail.com. Learn why this is important

Dear Task Force Members,

I am a member of Oregon Recovers, a nurse for 25 years and a person 39 years into recovery. I know that not all people who drink alcohol are alcoholics, not at all. Yet, alcohol use creates much more damage than we used to think, even at low levels of consumption. So I support the work of Oregon Recovers and agree with the points below.

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer

education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

From: Lucia Longoria
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Friday, September 27, 2024 12:39:15 AM

You don't often get email from lucilongoria@gmail.com. Learn why this is important

Dear Task Force Members,

I am writing in support of Oregonians in Recovery's proposals for increasing beer and wine taxes with revenue generated to be directed toward alcohol and drug prevention and treatment.

The impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health, injury, and violence issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden, and comparably the tax rates on alcohol are disproportionately low compared to harm caused. Oregon-related deaths associated with alcohol have increased from six to eight a day over the past four years.

I encourage you to include the following recommendations in the final report to the legislature:

Minimum Unit Pricing (MUP) for Beer and Wine: MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

Equal Tax Rates for Alcohol and Cannabis: This parity reflects comparable public health concerns and provides a consistent approach to substance taxation.

Direct Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward public health prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your consideration and work on this task force.

Luci Longoria, MPH
Portland, Oregon
[redacted] phone/text

From: Scott Ridinger
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments+
Date: Friday, September 27, 2024 7:00:58 AM

You don't often get email from scott.ridinger@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my strong opposition to any proposed increase in Oregon's beer taxes. Our state boasts over 300 breweries that generate approximately 50,000 jobs and contribute $8.7 billion in economic activity annually. However, we have lost nearly 50 breweries in the last two years alone, showcasing the dire state of our local brewing industry.

Oregon breweries are already facing significant challenges, including rising ingredient costs, supply chain issues, and a labor shortage. Adding more taxes would further threaten their survival and hinder their recovery from the pandemic. Our local businesses need stability in the tax code, not more financial burdens.

While addressing substance use disorder (SUD) is crucial, raising beer taxes will not effectively tackle this issue. Oregon spends significantly on addiction recovery and prevention, yet there are accountability concerns within the Oregon Health Authority (OHA). A recent report revealed a staggering $72 million unaccounted for in SUD program spending.

Instead of increasing taxes on struggling breweries, we should focus on ensuring that existing funds are used effectively. The OHA must be audited before any tax hikes are considered.

Beer is not just a beverage; it’s part of Oregon’s identity and economy. I urge you to oppose raising beer taxes and support our local breweries, which are essential to our communities.

Thank you for considering my viewpoint.

Sincerely, Scott Ridinger

[redacted] Tualatin OR 97062

From: Carol Brian
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments--Oppose Raising Wine Tax
Date: Friday, September 27, 2024 6:04:56 AM

You don't often get email from csp2000@ykwc.net. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers

We oppose raising Oregon's wine privilege tax. Raising the tax will hurt small farms like ours.

Oregon's wineries and vineyards create jobs, bring in tourist and make Oregon a top wine-producing state. Many of our tax dollars have already gone into creating this positive consumer perspective. Please don't ruin that.

And we are appalled at using government funds for the Oregon Health Authority's *Rethink the Drink* ad campaign. There is no doubt that these have targeting moderate drinkers and decreased Oregon wine sales.

There is already ample funding available for addiction and recovery services. The money that is allocated, can't even be fully accounted for.

Wine has been a vital part of Oregon's economy and identity. In order to continue making the world-class wines, Oregon's wineries and growers need the support of Oregon lawmakers.

Frank and Carol Brian, farmers
Bend, Oregon

From: Marshall, Jeff A
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Friday, September 27, 2024 5:49:01 AM
Attachments: image001.png

You don't often get email from jeff.a.marshall@ampf.com. Learn why this is important

This is to express my strong opposition to HB 3610. As our state's economy continues to recover, now is not the time to impose an excise tax on the small businesses in the craft brewing industry. I appreciate the intent of the bill – to address our addiction crisis in our state – but imposing this tax on the small craft breweries would be counter-productive. The industry is already facing challenged and this would compound the ability to succeed, grow and continue to be a revenue producer in our state.

Thank you for your consideration.

Respectfully,

Jeff Marshall

Jeff Marshall
Franchise Consultant

.....

Ameriprise Financial Services, LLC
[redacted]
West Linn, Oregon 97068

Office: [redacted]

An Ameriprise Financial Franchise. Products from Columbia Threadneedle Investments are offered by affiliates of Ameriprise Financial Services, LLC. Investment advisory products and services are made available through Ameriprise Financial Services, LLC, a registered investment adviser. Ameriprise Financial Services, LLC. Member FINRA and SIPC.

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**

From: Campbell Morrissy
To: OLCC.Communications * OLCC
Subject: HB3610 Comments
Date: Friday, September 27, 2024 5:36:09 AM

> You don't often get email from campbell@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am the Director of Brewery Operations at pFriem Family Brewers in Hood River, Oregon and have been a professional brewer for 14 years. My entire career has been in the craft brewing industry and while I understand the challenges of working in the alcohol industry, I can't imagine a better place to work.

I believe in the importance of a strong tax structure and the value that a reliable tax base provides to our state government. Further I know that alcohol is a problematic product that does require regulation and a higher tax structure than similar products. That said, the tax being proposed is excessive to the point of being punitive. The craft beer market is already facing headwinds and this tax further threatens the viability of the industry. Oregon has a long history of brewing (see the Oregon Hop & Brewing Archives nested within Oregon State University) but this tax could be the end of much of its success.

Please be thoughtful when considering this legislation.

Cheers,

--

CAMPBELL MORRISSY, Ph.D
DIRECTOR OF BREWERY OPERATIONS
e | campbell@pfriembeer.com
p [redacted]
w | www.pfriembeer.com
pr | he/him

[redacted]
Hood River, OR 97031

From: pdkircher@goldenvalleybrewery.com
To: OLCC.Communications * OLCC; "Ramsey Cox"
Cc: alexk@goldenvalleybrewery.com; brew@goldenvalleybrewery.com
Subject: OR HB 3610 Comments
Date: Friday, September 27, 2024 7:38:16 AM
Attachments: OR HB 3610 beverage tax letter 9-27-24.doc

> You don't often get email from pdkircher@goldenvalleybrewery.com. Learn why this is important

To whom it may concern:
Please see attached comments on OR HB 3610.
Feel free to contact me if you have any questions.
Thank you
Peter Kircher
GVB

Golden Valley Brewery & Restaurant
www.goldenvalleybrewery.com

[redacted]
McMinnville, OR 97128
[redacted]

[redacted]
Beaverton, OR 97006
[redacted]

Cell [redacted]

GOLDEN VALLEY BREWERY

HANDCRAFTED BEERS OF GREAT BALANCE & RARE COMPLEXITY

[redacted] McMinnville, Or. 97128 phone [redacted] fax [redacted]

www.GoldenValleyBrewery.com

Dear HB 3610 Task Force and Oregon Lawmakers,

We are a small family owned and operated brewery in the heart of the Willamette Valley which we started in 1993. We currently have about 150 full and part time employees. 2023 was one of the best years we have had in sales in the last 30 years we have been doing business and 2024 has been one of the worst.

Mandated wage increases and Oregon CAT taxes along with increasing local taxes have created a serious challenge to our sustainability. All of the local beer and wine producers in the area are experiencing the same challenges and there will be more fallout and closing businesses to come for those who cannot survive these challenges.

Another operations tax will only put more beverage producers out of business which will directly impact your tax revenues.

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Sincerely,

Peter Kircher
Owner
Golden Valley Brewery

From: Christina Cary
To: OLCC.Communications * OLCC
Subject: Please Help
Date: Friday, September 27, 2024 6:06:30 AM
Attachments: Outlook-u3hjj4b1.png

You don't often get email from christina@pilothousedistilling.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at River Barrel Brewing/dba Buoy Beer Co. for the last 6 years. I earn a real living wage and have benefits that include dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins then retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits potentially forcing me and my family into the Oregon Health Plan. Breweries already pay more in taxes per beer then 75% of other states including our neighboring states. My family and I are proud to work at River Barrel Brewing and our contribution to our community. Please do not tax us out of our benefits!

Thank you,

Christina Cary
Marketing Manager
[redacted]
Buoy Beer Company
Pilot House Distilling
River Barrel Distributing

Check out our new website! www.pilothousedistilling.com

From: Bill Bartman
To: OLCC.Communications * OLCC
Subject: "HB 3610 Comments"
Date: Friday, September 27, 2024 9:40:29 AM

You don't often get email from barsideousbill@gmail.com. Learn why this is important

- Do we really want to put Oregon's small independent breweries out of business? We continue to struggle since COVID!!
- Oregon's restaurants, beer bars, taverns, movie theaters, hotels and tourism in general have continued to see headwinds since COVID. Recovery advocates do not understand how hard it is for small businesses in the sector.
- Since last year draft beer sales are down nearly 30%, Oregon's hop harvest is down 18% and craft beer sales as a whole are down more than 2%"
- Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Our hospitality industry is hurting and hurting in a big way.

- Revenue and taxation of (beer $8.7 billion, wine $7.19 billion, cider $300 million, spirits $2 billion) is the third largest source of revenue for the state. Yet only 3% of that revenue goes toward funding mental health and drug addiction recovery and treatment.

- Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. We need certainty and stability in our tax code, not more taxes. Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers.

- Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers.

- Oregon spends more on drug addiction recovery and prevention than 75% of other states.

- They have asked beer, wine and cider to pay for all treatment including the fentanyl epidemic and meth epidemic that has plagued our state. The taskforce chair kept gambling addiction and other non-alcohol recovery elements separate from the discussion.

Bill Bartman

From: Emily Everett
To: OLCC.Communications * OLCC
Subject: HB 3610 comments - I oppose!
Date: Friday, September 27, 2024 9:28:45 AM

You don't often get email from eleverett76@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Emily Everett

Co-Owner & General Manager - Quaintrelle

General Manager - Abbey Road farm

From: Peter Francis
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:54:02 AM

[You don't often get email from petefrancis11@yahoo.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Please, we don’t need more taxes on alcohol to support the inefficient OHA that wastes most of the money they already receive. They need to clean up their act not us taxpayers. Thanks Pete Francis
Sent from my iPhone

From:	Doug Tunnell
To:	OLCC.Communications * OLCC
Cc:	mm@brickhousewines.com; Savannah Mills; Kerry Erwin; Brian Dooley; Julia Dietlin; Matthew Hawkins; Karen Halliday; Hellie
Subject:	HB 3610 Comments
Date:	Friday, September 27, 2024 9:39:34 AM
Importance:	High

You don't often get email from doug@brickhousewines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Like nearly all wine producers in Oregon, we are struggling with a significant slow-down in wine sales that is seriously restricting our ability to continue hiring top rate employees and offer them the full benefit packages they deserve.

I'm sure you are aware of the many reasons for this, ie. the 2020 wild fire smoke disaster in the Willamette Valley…the increase in inflation in recent years, etc. It is just at times like this that we look to our lawmakers and state leadership for support.

Instead we are facing HB3610 and the potentially devastating consequences it could bring to our family business.

We believe there is already ample funding for addiction and recovery here in Oregon. The facts clearly bear this out. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses.

We whole heartedly support programs to address alcohol abuse. But not all consumers are abusers. Far from it !

Please help us to continue to grow and contribute to the general revenues of our state and to offer living wages to the people who work with us by opposing this proposed increase in our taxes.

Sincerely,

Doug Tunnell | Owner/ Winemaker |Brick House™ Vineyards & Wine Company
[redacted] Newberg, Oregon | [redacted] | www.brickhousewines.com

…Thirty Years in Harmony with Nature… Certified Organic in 1990… Demeter Biodynamic since 2005…

From: Jeffrey Hartman
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Friday, September 27, 2024 10:05:11 AM

You don't often get email from jhartman@hollandpartnergroup.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium.

If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map. I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Jeff Hartman
Vice President of Construction
HOLLAND
PARTNER GROUP
Vancouver Corporate Office

[redacted]
Vancouver, Washington 98660
C: [redacted]
JHartman@HollandPartnerGroup.com

From: Kristof Farms LLC
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:03:08 AM

You don't often get email from info@kristoffarms.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Regards,
Jane Kristof

--
Kristof Farms Team
KristofFarms.com
Kristof Farms

From: Igor
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:58:57 AM

You don't often get email from igor@pelicanbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's 300+ breweries are essential, creating 50,000 jobs and generating $8.7 billion annually. However, this is down from nearly 400 breweries before the pandemic, with significant declines in draft beer sales, hop harvests, and craft beer sales.

Our breweries face major challenges, including inflation, supply chain issues, employee shortages, natural disasters, and the pandemic. They need stability in our tax code, not more taxes.

Oregon's fentanyl problem stems from poor planning and accountability by the Oregon Health Authority (OHA), not alcohol or insufficient funding. Despite substantial investments in drug addiction recovery, OHA has mismanaged funds, with $72 million unaccounted for.

An ECONorthwest report shows taxes are ineffective in controlling problem drinking. If SUD funding is a priority, more than the current 3% of alcohol revenues should be allocated. A third-party audit of OHA is necessary before considering tax increases on struggling businesses.

Being a company located on the Oregon Coast, there is not a lot of opportunity as an individual who has been in the industry for 12+ years without having to move. We've already had to make some challenging decisions to survive the pandemic as a company and this initiative will not help those in our rural community.

Beer is vital to Oregon's economy and identity. I oppose raising beer taxes and urge you to do the same.

Cheers,

Igor Galuza

Pelican Brewing Company

From: Alexandria Cross
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:52:43 AM

> You don't often get email from alexandria.cross@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at Columbia Distributing, the largest beverage wholesaler in the Pacific Northwest, and I oppose any proposed tax increase on beer, wine, and cider. These taxes would put undue strain on an industry that has already faced significant difficulties, from supply chain disruptions and ingredient price hikes to labor shortages and closures of local breweries.

The pandemic hit our industry hard, and many businesses are still struggling to recover. Adding more taxes at this moment will hurt these businesses even more, drive consumers away, and risk long-term damage to our local beverage economy.

Oregon's substance abuse issue is important, but raising taxes on alcohol won't solve it. The Oregon Health Authority has shown inefficiency in managing funds for substance use disorder (SUD) programs. With millions of dollars unaccounted for, it's clear that we need a full audit of how current funds are being spent before considering any new tax increases.

Please consider the impact on Oregon's $17 billion beverage industry and its thousands of workers. I urge you to vote against any tax increase on beer, wine, and cider.

Sincerely,
Alexandria Cross
[redacted] Portland OR 97219

From: Curtis Nelson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:51:23 AM

You don't often get email from cnelson@bevelbeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I can't believe that I have to write this letter, but here we are. The proposed tax increase outlined below will absolutely be catastrophic to craft breweries in Oregon. The proposed increase will most likely cause more brewery closures which, in turn, will mean the state will get less money in the long run anyway. It simply doesn't make sense. What you, the lawmakers, should be doing is everything you can to cultivate small businesses and not use one industry as a scapegoat. I am an Air Force veteran who used his GI Bill to attend Oregon State University in order to pursue a career in craft beer. Now the state of Oregon is proposing a tax increase that could severely derail that career path in this industry of people who care about creating a quality product while using largely locally sourced ingredients from hop farmers, yeast manufacturers, and grain processing facilities.

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes. Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers.

Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of whatwas budgeted. That missing $72 million is twice as much as what the state receivesfrom beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities.

OHA is not a trusted partner in this space – a third-party should audit OHA, which is

squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses. Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
--
Curtis Nelson
Brewer - Bevel Craft Brewing
[redacted]

From: Tim Frink
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:40:46 AM

You don't often get email from timfrink5@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,
The Pacific Northwest is home to the vast majority of America's cideries because we're uniquely an area with an abundance of fruits, such as apples, pears and berries. Cider is truly one of Oregon's original homegrown products.

But Oregon cidermakers are facing major challenges. Between inflation on the cost of ingredients (100% increase in fruit juice prices!), supply chain issues, employee shortages, natural disasters, wildfires and a pandemic, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, the Oregon Health Authority (OHA) presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from cider, beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Cider is a vital part of Oregon's economy and identity, and its cidermakers need the support of Oregon lawmakers. I oppose raising Oregon's cider taxes and you should too.

Cheers,

Tim Frink

From: kenjen303@aol.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:36:06 AM

You don't often get email from kenjen303@aol.com. Learn why this is important

To the HB 3610 Task Force and Oregon Legislators,

Oregon is home to over 1,100 wineries and 1,500 vineyards, contributing to 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits, and $8 billion in economic activity annually, making it a leading wine-producing state. However, due to the pandemic, consumer drinking habits have shifted, resulting in reduced wine sales.

Oregon's small, family-owned wineries and vineyards are facing significant challenges. Sales and tasting room visits have dropped, while the costs of labor, natural disasters, supply chain disruptions, and rising goods prices have increased. These local businesses need legislative support, especially with a stable tax code rather than additional taxes.

There is already sufficient funding for addiction and recovery programs from recent investments. The Oregon Health Authority presented that they haven't spent the entire $72 million allocated for substance use disorder (SUD) programs between 2021-2023, which exceeds what the state earns from wine and beer taxes. If more funding for SUD programs is needed, lawmakers should consider using existing alcohol tax revenues before increasing taxes on struggling Oregon businesses. Additionally, the public health agency should focus on addressing problem drinkers rather than implementing measures that target moderate consumers.

Wine plays a crucial role in Oregon's economy and culture. To continue producing the world-class wines that Oregon is known for, wineries need the continued backing of lawmakers.

I am against raising Oregon's wine privilege tax and urge legislators to follow suit.

Sincerely,

Ken Dailey

From: Amanda Lundeberg
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:34:29 AM

You don't often get email from a.lundeberg@2townsciderhouse.com. Learn why this is important

To whom it may concern,
I am writing on behalf of the craft cider and beer industry to address the proposed tax increases to Oregon companies.

My name is Amanda Lundeberg, during my time living in Corvallis I saw first hand how much positive impact local breweries, craft restaurants, and the employees at these businesses had on the community.

After graduating I was hired at 2 Towns Ciderhouse. Working as a sales rep throughout the state I saw how the craft beverage industry is so beneficial to the state of Oregon!

Now, over 9 years later I am proud to still be a member of the 2 Towns team!

I fear that raising taxes on Oregon craft producers would not only negatively impact the companies themselves, but small businesses as well.

I hope this message finds you well and have a nice day,

Amanda Lundeberg
Market Manager - Idaho/Montana
2 Towns Ciderhouse
[redacted](C)
a.lundeberg@2townsciderhouse.com
www.2townsciderhouse.com



From: Scott Zimmerman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:29:30 AM

You don't often get email from s.zimmerman@2townsciderhouse.com. Learn why this is important

Dear Members of the Task Force,

I am writing to you as a concerned citizen who has long supported Oregon's craft alcohol industry, both as a consumer and an advocate for local businesses. The proposal to increase taxes on alcohol through HB3610 is troubling for many reasons, not least of which is the way this process has been handled.

The HB3610 task force, which was supposed to provide a balanced and fair assessment of the issues, has instead been heavily biased in favor of increasing taxes. With a majority of voting seats occupied by recovery advocates and only a minority representing the alcohol industry, it's clear that the process was skewed from the start. The fact that the alcohol industry was given only two out of fifteen sessions to present their case further highlights this imbalance. Moreover, it is alarming that Chair Sanchez chose to extend the task force's deadline and open a public comment period only after realizing that the majority of the task force members did not support a tax increase. This feels like an attempt to sway public opinion in favor of a predetermined outcome.

Beyond the procedural issues, it is important to recognize the cultural and economic contributions of Oregon's craft beer, wine, cider, and spirits industries. These businesses are not just about alcohol; they are about community, tradition, and the unique identity of our state. They support local farmers, create jobs, and attract tourists from around the world. An increase in taxes would not only threaten these businesses but also erode a vital part of what makes Oregon special.

Furthermore, Oregon is already one of the best-funded states in the nation for addiction recovery on a per capita basis. The Oregon Health Authority's mismanagement of existing funds, including the inability to account for $72 million, suggests that the issue lies not in the amount of funding but in its administration. Increasing taxes without addressing these management issues will only result in more wasted resources and greater harm to an already struggling industry.

I strongly urge the task force to reject the proposed tax increase and to focus instead on ensuring that existing funds are used effectively and that the process remains fair and unbiased.

Sincerely,

Scott Zimmerman
Cellar Crew & Production Lead
2 Towns Ciderhouse
[redacted]
s.zimmerman@2townsciderhouse.com

From: Scott Zimmerman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:28:47 AM

You don't often get email from s.zimmerman@2townsciderhouse.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

Oregon already has some of the highest per capita funding for addiction recovery in the United States, yet the Oregon Health Authority (OHA) has failed to account for $72 million of these funds. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, the OHA has been unable to provide basic data on the number of recovery patients, the utilization of recovery beds, or the specific areas where capacity is strained. Without this data, how can we justify the need for more funds?

What's more troubling is that the OHA has actively suppressed data that contradicts their push for higher taxes. A study they commissioned found that taxes are ineffective at reducing excessive alcohol consumption, yet this information was withheld because it didn't align with their agenda. This lack of transparency is not only unethical but also undermines public trust in our institutions.

The craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Scott Zimmerman
Cellar Crew & Production Lead
2 Towns Ciderhouse
[redacted]
s.zimmerman@2townsciderhouse.com

From: Scott Zimmerman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:27:57 AM

You don't often get email from s.zimmerman@2townsciderhouse.com. Learn why this is important

Dear Task Force Members,

As a long-time resident and small business owner in Oregon's craft alcohol industry, I am writing to express my concerns about the potential increase in alcohol taxes under HB3610. Over the past few years, our industry has been battered by one challenge after another. The COVID-19 pandemic forced many of us to close our doors temporarily, and for some, these closures became permanent. Those of us who survived have faced ongoing challenges, including labor shortages, supply chain disruptions, and skyrocketing costs due to inflation. Natural disasters, from wildfires to severe weather events, have only added to our burden.

In this context, the proposal to increase taxes on alcohol feels like another blow to an industry already on its knees. Many of us in the craft alcohol community are small, independent businesses that have invested our lives into creating something unique and beloved in our communities. We are not multinational corporations with deep pockets; we are local businesses that provide jobs, contribute to tourism, and play a vital role in the cultural fabric of Oregon.

While I understand the importance of funding addiction recovery services, Oregon is already one of the best-funded states in the country. Before imposing additional taxes, I urge the task force to consider whether existing funds are being managed effectively. The Oregon Health Authority's failure to account for $72 million in recovery funds and their lack of basic data on treatment capacity and patient needs suggests that the issue is not a lack of resources but rather how those resources are being utilized.

Imposing higher taxes will not address these management issues, but it will harm small businesses that are already struggling to stay afloat. I ask that you consider the broader economic impact and the potential harm to an industry that has done so much to define Oregon's identity.

Sincerely,

Scott Zimmerman
Cellar Crew & Production Lead
2 Towns Ciderhouse
[redacted]
s.zimmerman@2townsciderhouse.com

From: Joshua Russell
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:25:27 AM

You don't often get email from j.russell@2townsciderhouse.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

Oregon already has some of the highest per capita funding for addiction recovery in the United States, yet the Oregon Health Authority (OHA) has failed to account for $72 million of these funds. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, the OHA has been unable to provide basic data on the number of recovery patients, the utilization of recovery beds, or the specific areas where capacity is strained. Without this data, how can we justify the need for more funds?

What's more troubling is that the OHA has actively suppressed data that contradicts their push for higher taxes. A study they commissioned found that taxes are ineffective at reducing excessive alcohol consumption, yet this information was withheld because it didn't align with their agenda. This lack of transparency is not only unethical but also undermines public trust in our institutions.

The craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Joshua

2 Towns Ciderhouse

--
Joshua Russell
Seattle & Spokane Sales
2 Towns Ciderhouse
Cell: [redacted]
j.russell**@2townsciderhouse.com**
www.2TownsCiderhouse.com
[redacted]**Corvallis, OR 97333**

From: Kathleen Francis
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:24:51 AM

[You don't often get email from kathyfrancis11@icloud.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear OLCC:

I am writing to ask you NOT to raise taxes on beer and alcohol!

I am a 74 year old retiree with limited income. My husband is 79. We enjoy going out for lunch or Happy Hour dinner at local small Breweries and restaurants. We also enjoy having a beer or a glass of wine with our dinner. Unfortunately, the prices keep going up!
Since the Pandemic, many small breweries and businesses have closed due to the rise in costs of ingredients, labor and all operating expenses including lack of workers!

This is extremely sad, as Oregon has been a leader in craft beers and has become well known to tourists coming to visit this beautiful state. Over 300 Breweries create jobs and pay taxes already! We don't want to lose more of them due to higher taxes!

I do not believe that beer, wine and cider industries should bear the burden of paying for all treatment programs in Oregon, while addictions to gambling and drugs use more of the recovery programs. Oregon already pays more for recovery and prevention programs than most other states!

Please help our small businesses STAY in business by NOT adding additional taxes on beer, wine and cider.

Thank you!
Kathleen Francis
Sent from my iPhone

From: Grant Reiber
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:24:17 AM

You don't often get email from g.reiber@2townsciderhouse.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

Oregon already has some of the highest per capita funding for addiction recovery in the United States, yet the Oregon Health Authority (OHA) has failed to account for $72 million of these funds. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, the OHA has been unable to provide basic data on the number of recovery patients, the utilization of recovery beds, or the specific areas where capacity is strained. Without this data, how can we justify the need for more funds?

What's more troubling is that the OHA has actively suppressed data that contradicts their push for higher taxes. A study they commissioned found that taxes are ineffective at reducing excessive alcohol consumption, yet this information was withheld because it didn't align with their agenda. This lack of transparency is not only unethical but also undermines public trust in our institutions.

The craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Grant Reiber
Off-Premise Representative
2 Towns Cider
Cell [redacted]
G.Reiber@2townsciderhouse.com
www.2TownsCiderhouse.com

From: Scott Zimmerman
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:18:45 AM

You don't often get email from s.zimmerman@2townsciderhouse.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

The Pacific Northwest is home to the vast majority of America's cideries because we're uniquely an area with an abundance of fruits, such as apples, pears and berries. Cider is truly one of Oregon's original homegrown products. And half of Oregon's roughly 60 cideries are women-owned businesses.

But Oregon cidermakers are facing major challenges. Between inflation on the cost of ingredients (100% increase in fruit juice prices!), supply chain issues, employee shortages, natural disasters, wildfires and a pandemic, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, the Oregon Health Authority (OHA) presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from cider, beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Cider is a vital part of Oregon's economy and identity, and its cidermakers need the support of Oregon lawmakers. I oppose raising Oregon's cider taxes and you should too.

Cheers,

Scott Zimmerman
Cellar Crew & Production Lead
2 Towns Ciderhouse
[redacted]
s.zimmerman@2townsciderhouse.com

From: Christi Leamer
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 9:09:00 AM
Attachments: image001.png
HB 3610 Task Force and Oregon Lawmakers.pdf

> You don't often get email from cleamer@deschutesbrewery.com. Learn why this is important

Good Morning,

Thank you for taking the time to read my letter.

Cheers,

Christi Leamer
Accounting
t: [redacted] | f: [redacted] | e: CLeamer@deschutesbrewery.com
[redacted] | Bend, OR 97702
DESCHUTES BONEYARD BEER BEND, OR

Dear HB 3610 Task Force and Oregon Lawmakers,

I've been a co-owner at Deschutes Brewery since 2018, this is a family and employee-owned business. Co-owner benefits include health insurance that provide access to mental health and addictive services which is the focus of this taskforce. It doesn't seem that the taskforce acknowledges that the manufacturer operates on a smaller margin then retail outlets and other revenue sources. Companies such as ours struggle with the increasing cost of doing business including rising costs due to inflation, supply chain disruptions, and shortage of employees while continuing to feel the effects of the pandemic. Breweries currently pay $0.32/case in CAT and excise tax in Oregon on top of the $1.16 paid in federal excise tax. An increase in tax further reduces the small margin local breweries operate at which will have a direct impact on the employees and in turn the benefits available to them including employment.

In the last two years, Oregon has lost 50 breweries, brewpubs and taprooms, that's a lot of people who lost their jobs and benefits. The hospitality industry is a vital part of the economy in Oregon, this industry is still trying to recover from the shutdowns and ongoing effects of the pandemic. I understand our state has an addiction crisis, but it's unrealistic to ask Breweries/Wineries/Cideries to shoulder the expense all services & programs.

Speaking as a tax paying Oregonian rather than an employee, the OHA and all programs where tax money has been allocated should be held accountable for how those monies are being spent and how the programs are working. I urge this taskforce to consider the direct impact an increase in tax will have on the employees and families of breweries/wineries/cideries. An increase in tax is not the solution when there is no accountability to the millions already provided with little success.

Thank you for your time and consideration,

Christi Leamer

From: Laura Heckeroth
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:48:23 AM

You don't often get email from laura@kiwandahospitality.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Laura Heckeroth

From: casi@namastevineyards.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:38:29 AM
Importance: High

You don't often get email from casi@namastevineyards.com. Learn why this is important

As a small, family-owned winery established in 2001, we are deeply concerned about the proposed wine tax increase. The wine market has struggled significantly over the past four years, both nationally and in Oregon. In 2020, devastating fires and smoke damage affected the vintage, while pandemic-related closures severely impacted sales channels, including many of our key outlets. As we work to recover, an additional tax could be crippling, not just for us but for countless small wineries across the state. We urge you to reconsider this proposal, as it could threaten the survival of family-owned businesses like ours.

Sincerely,

Casi Masciorini

Casi Masciorini
Owner
Namaste Vineyards

[redacted]
Dallas, OR 97338
www.namastevineyards.com

From: David Lehane
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 8:30:42 AM

You don't often get email from david@dropbearbrewery.com. Learn why this is important

Dear HB 3610 task force and Oregon lawmakers.

Any tax increases in such as an excises tax will have devastating effects on an already suffering industry.

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year. But that's down from nearly 400 breweries before the pandemic. Oregon has lost about 50 breweries, brewpubs and taprooms in the last two years and draft beer is down nearly -30%. The Oregon hop harvest is down -18% and craft beer is down at least -2.1%. And this is all resulting in a loss of jobs and lively hoods.

We are facing supply chain issues, inflation and increasing costs, so much so that we personally are taking action so as to prevent our closure. We need support from lawmakers and request that you consider the negative impact that a tax increase would do to an already struggling industry? A tax increase would sadly be more than a lot of Breweries could financially sustain and would sadly result in further closures and more loss of jobs within our industry.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers
David Lehane
Drop Bear Brewery Eugene OR.

www.dropbearbrewery.com
beerorders@dropbearbrewery.com

From: Emily Everett
To: OLCC.Communications * OLCC
Subject: HB 3610 OPPOSED
Date: Friday, September 27, 2024 9:20:59 AM

You don't often get email from emily@abbeyroadfarm.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

From: S Bayard
To: OLCC.Communications * OLCC
Subject: Opposition to Tax Increases
Date: Friday, September 27, 2024 8:30:17 AM

You don't often get email from suzyatvinopolis@gmail.com. Learn why this is important

To Whom It May Concern:

I am writing as an employee of a bottle shop in Portland and as the director of a small nonprofit representing over 40 WV wineries. I am opposed to the tax increases.

The OHA wasted the practically the same amount of money invested in promoting wine tourism on a misleading ad (Rethink the Drink Why: 60). This ad unfairly targeted wine while nonsensically providing tacit support of the binge drinking of beer. And since receiving pushback, the agency has pulled it. Some sort of oversight, or maybe an intervention!, of their spending could better help steer the group towards healthier choices.

I fully support funding addiction services, but the money isn't being properly spent. Only 3% of alcohol tax revenue is even being spent on addiction services, so it's not like a tax increase would help. Why not restructure the budget to increase funding instead of putting small wineries out of business?

I oppose raising Oregon’s wine privilege tax and encourage lawmakers to do the same.

Regards,

Suzanne Bayard
(she/her)
Vinopolis Wine Shop

From: Megan Hallowell
To: OLCC,Communications * OLCC
Subject: HB 361
Date: Friday, September 27, 2024 10:17:31 AM

You don't often get email from meganh@pelicanbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Funds need to be appropriated properly, and the extensive overreach of taxing needs to be eliminated. Taking from the families of Oregon that the Brewing Industry support is an absolutely disgusting practice.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Megan Hallowell
General Manager – Taproom
o: [redacted]
c: [redacted] | pelicanbrewing.com
[redacted]
Tillamook, OR 97141

From: Katrina Schmidt
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:20:11 AM

You don't often get email from katrinajschmidt@hotmail.com. Learn why this is important

Good morning,

My name is Katrina Schmidt and I am writing to you to give you my thoughts on HB 3610. As an Oregon resident, I recognize the importance of addressing addiction and supporting those struggling with alcohol dependency. Programs that provide treatment and resources are essential for the well-being of individuals and our communities. However, House Bill 3610's proposed heavy tax on local breweries to fund these programs is not the right approach. Our breweries are vital contributors to the local economy, offering jobs, attracting tourism, and enriching our state's culture. By placing this financial burden on them, we risk driving up the cost of doing business and ultimately increasing prices for consumers—hurting both small businesses and everyday Oregonians.

The assumption that raising alcohol prices will reduce addiction is flawed. Those who are already struggling with alcohol dependency will not simply stop purchasing alcohol because it becomes more expensive. Instead, they may face greater financial strain while continuing their harmful behavior. Addiction is a public health issue, and it should be treated as such. Just as the state funds programs for other chronic illnesses like diabetes or heart disease, the burden of funding addiction treatment should not fall on local businesses, especially those that play such a crucial role in our state's economy.

I appreciate the task force's efforts to address the pressing issue of addiction in Oregon. However, I believe the solution lies in a more equitable funding approach, one that draws from state resources rather than unfairly penalizing a vital sector of our local economy. Our breweries are part of what makes Oregon unique, and we should be supporting them, not jeopardizing their future. Thank you for taking the time to consider these concerns.

Best,

Katrina Schmidt

From: Brian Marthaller
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:17:33 AM

You don't often get email from brian.marthaller@coldist.com. Learn why this is important

Alcohol Task Force,
Oregon is home to nearly 400 breweries, 1,000 wineries, and 70 cideries, many of which are small, locally-owned businesses. Together, they support over 100,000 jobs and contribute billions of dollars in economic activity. These businesses are integral to our state's identity and economy.
The proposal to raise alcohol taxes would place an unfair burden on these small businesses, especially in light of OHA's mismanagement of existing addiction treatment funds. We need to support these local employers, not hurt them with unnecessary tax increases.
Sincerely,

Brian Marthaller
[redacted]
Gervais, Or 97026

From: Adam Sivits
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:13:34 AM

You don't often get email from adam@ocbeerco.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I have worked at Oregon City Brewing for the last 8 years. I have two little boys, ages 6 and 3. I earn a real living wage and have benefits that include dental, vision, and health insurance that includes access to mental and addictive services that are the focus of the taskforce.

The taskforce did not seem to consider that breweries like ours have smaller margins than retail or other revenue sources, and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products.

If imposed, these excessive and unnecessary excise taxes could force our company to have to lose some of those benefits, potentially forcing me and my family into the Oregon Health Plan. Oregon breweries already pay more in taxes per beer than 75% of other states, including our neighboring states.

I'm extremely proud to work at Oregon City Brewing. While other breweries are closing around the country left and right, our hard work, commitment to quality, and long-term vision to grow slowly and steadily has us on the cusp of opening our second location. Our brewery is a hub for the community, and our efforts to give back to our beloved community go above and beyond.

Please do not tax us out of our benefits!

--
Adam Sivits
Suds Salesman & Signmaking Savant
Oregon City Brewing Company
Cell: [redacted]

Beer For Pioneers

From: Sheryl WuDunn
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:09:54 AM

You don't often get email from sheryl@kristoffarms.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Regards,
Sheryl

From: Sheryl WuDunn
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:05:17 AM

You don't often get email from solrises1@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Regards,
Jane Kristof

From: Samuel White
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:05:14 AM

You don't often get email from samuelwhite0700@gmail.com. Learn why this is important

Hello,

My name is Samuel White and am a proud Oregon resident. However, I was informed of a new bill that puts a significant tax on Oregon breweries. This is a massive disappointment as this would drive out many small businesses out of the Oregon area. I consider Oregon beer to be some of the best in the country and would hate to see brewery owners have to shut down because of this. The cost of living is already high enough, we don't need to punish the hard working people who put their life into their products.

I hope you reconsider this decision.

Thanks,

-Samuel White

From: debby jones
To: OLCC,Communications * OLCC
Subject: HB3610
Date: Friday, September 27, 2024 10:06:42 AM

You don't often get email from debbyj@co.wasco.or.us. Learn why this is important

Thank you for this opportunity to provide comment. I am submitting this statement from my personal email, on my personal time. This opportunity is too important to take any chances of potential lobbying misunderstandings.

I have been a fly on the wall during the majority of the Alcohol Tax Task Force meetings. It has been an interesting process. The bottom line in my opinion is that the state of Oregon needs to fully understand the actual relationship that it has with alcohol. It is a delicate balance between economic and tourist opportunities versus the harms that can be associated with underage drinking and heavy alcohol consumption.

Within my professional role as a Certified Prevention Specialist, I focus on helping youth, families and communities understand risk and protective factors. Through 20 years of service to my community in this work, I know first hand that my success is limited if only protective factors are addressed. We must understand the risk factors involved with alcohol. Alcohol is poison to the underdeveloped child/youth brain. We must be doing everything possible to provide an environment that protects that developing brain.

We talk so much about social determinants of health in Oregon, but we do not address the commercial determents of health. The commercialism of alcohol within our state is a risk factor. We must come up with a balanced approach. Post Covid, alcohol has never been so accessible and visible to our young people and those struggling with an alcohol disorder. The messaging and lack of funding and focus on youth alcohol use prevention is extremely insufficient. It is time for the state of Oregon to address these risk factors that are impacting so many youth and families.

We can and must do better. I fully support the recommendations presented by Representative Sanchez. Please Oregon, be brave. Do something. Our children cannot wait any longer.

Sincerely,

Debby Jones
[redacted]
The Dalles, Oregon, 97058

Sent from Mail for Windows

From: Debby Jones
To: OLCC.Communications * OLCC
Subject: HB3610
Date: Friday, September 27, 2024 10:08:41 AM

You don't often get email from jonesdebbyk@gmail.com. Learn why this is important

Thank you for this opportunity to provide comment. I am submitting this statement from my personal email, on my personal time. This opportunity is too important to take any chances of potential lobbying misunderstandings.

I have been a fly on the wall during the majority of the Alcohol Tax Task Force meetings. It has been an interesting process. The bottom line in my opinion is that the state of Oregon needs to fully understand the actual relationship that it has with alcohol. It is a delicate balance between economic and tourist opportunities versus the harms that can be associated with underage drinking and heavy alcohol consumption.

Within my professional role as a Certified Prevention Specialist, I focus on helping youth, families and communities understand risk and protective factors. Through 20 years of service to my community in this work, I know first hand that my success is limited if only protective factors are addressed. We must understand the risk factors involved with alcohol. Alcohol is poison to the underdeveloped child/youth brain. We must be doing everything possible to provide an environment that protects that developing brain.

We talk so much about social determinants of health in Oregon, but we do not address the commercial determents of health. The commercialism of alcohol within our state is a risk factor. We must come up with a balanced approach. Post Covid, alcohol has never been so accessible and visible to our young people and those struggling with an alcohol disorder. The messaging and lack of funding and focus on youth alcohol use prevention is extremely insufficient. It is time for the state of Oregon to address these risk factors that are impacting so many youth and families.

We can and must do better. I fully support the recommendations presented by Representative Sanchez. Please Oregon, be brave. Do something. Our children cannot wait any longer.

Sincerely,

Debby Jones

[redacted]

The Dalles, Oregon, 97058

From: Nick hawley
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Friday, September 27, 2024 10:30:52 AM

[You don't often get email from nick-julie@hotmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

To who it may concern,

I am writing to express my concern over the current house bill 3610, raising the alcohol tax significantly.

As a worker in the hospitality industry, this would adversely affect my job, and my businesses ability to stay open. This tax is excessive, unnecessary and unfair to an industry that has already been hit hard by the recent Covid pandemic and raises in the minimum wage.

Thank you for your time and consideration.

Sincerely,

Julie Hawley

Sent from my iPhone

From:	Caitlin Fagan
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Friday, September 27, 2024 10:56:24 AM
Attachments:	image001.png image002.png image003.png image004.png
Importance:	High

You don't often get email from caitlinf@pelicanbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA,

which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too. By raising taxes, it will extremely impact families that work within the industry and cause undo hardship.

Cheers,

Caitlin Fagan, Events Manager
Pelican Brewing Company
CaitlinF@PelicanBrewing.com
O: [redacted]
P.O BOX 189
PACIFIC CITY, OREGON 97135

TAKE A TRUETOUR™ - Pacific City

TAKE A TRUETOUR™ - Siletz Bay

Extraordinary Coastal Experiences
OUR FAMILY OF COMPANIES: HeadlandsLodge.com | PelicanBrewing.com
InnatCapeKiwanda.com | StimulusCoffee.com | HartsCamp.com
NestuccaRidgeDevelopment.com | DiscoverPacificCity.com |

From: Allison McMahon
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:48:11 AM
Attachments: image001.png

You don't often get email from mail@arabiliswines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Allison

Allison McMahon
Cofounder | Arabilis Wines

[redacted] Amity, OR 97101

[redacted] | mail@arabiliswines.com

www.arabiliswines.com
www.instagram.com/arabiliswines
www.facebook.com/arabiliswines

ARABILIS

From: Darron Welch
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:46:35 AM
Attachments: image001.png
HB3610 Task Force letter.pdf

You don't often get email from darron@pelicanbrewing.com. Learn why this is important

Please see the attached pdf for my comments to the HB3610 task force.

Thank you,

Darron Welch
Brewmaster
Pelican Brewing Company

27 September 2024

Darron Welch
Pelican Brewing Company
[redacted]
Tillamook Oregon 97141

Dear HB 3610 Task Force and Oregon Lawmakers,

Pelican Brewing is proud to be among the 300 breweries here in Oregon. Starting in 1996 from one location in tiny Pacific City Oregon, Pelican has grown over the last 28 years to employ 372 people in our breweries and restaurants. Overall, Oregon's breweries pay 2.8 billion in wages and salaries and generate 8.7 billion dollars in economic activity in our state. Despite these impressive numbers, Oregon's breweries are hurting economically, having lost nearly 50 breweries, brewpubs, and taprooms in the past two years. The situation has been worsened by a 30% decline in draft beer sales, an 18% reduction in Oregon's hop harvest, and double-digit declines of packaged beer sales in grocery stores. In this post-pandemic era, our businesses are struggling to recover from the massive disruptions of the last few years.

Local breweries like ours face rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of malt, hops, glass, aluminum, cardboard and fuel, but there is only so much that a healthy business can absorb. When the Corporate Activity Tax is added on top of all that, the honest truth is that the last few years have been really tough.

One of the main justifications for raising the excise tax on beer that gets repeated over and over is the addiction crisis. Anyone who is paying attention can see that there is a serious problem with opioids and fentanyl in Oregon. Currently the funds from beer, wine, cider and spirits total more than 18 billion dollars. A lot of money! Yet only 3% of these funds are allocated to addition and recovery services. With so much revenue already coming from alcohol, why is such a low percentage dedicated to addiction services and why are more taxes needed?

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. Oregon Health Authority's presentations to the taskforce revealed unsupported data, a lack of success metrics, a loss of $87 million last year with no accountability, and inefficient management of 4,400 employees. Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered. It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. It is hard to imagine Oregon without locally crafted IPAs, stouts and Pilsners. The brewers, owners, farmers, front of house staff and countless more behind this industry, including those at Pelican Brewing, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Thank you,

Darron Welch
Brewmaster/Shareholder
Pelican Brewing Company

From:	Ian Nesbit
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Friday, September 27, 2024 10:43:17 AM

You don't often get email from iannez5@yahoo.com. Learn why this is important

To Whom It May Concern,

I am writing to express my strong opposition to House Bill 3610, which proposes a significant increase in alcohol taxes. As someone who spent eight years working within Oregon's beer industry, most recently with Breakside Brewery, I am deeply concerned about the detrimental effects this legislation would have on local businesses and the community at large.

Oregon's beer industry is not just an economic engine; it is a vital part of our cultural identity. The artistry, craftsmanship, and innovation that define our breweries have earned national and global recognition. A tax of this magnitude, however, threatens to undercut everything that makes Oregon's beer industry unique. The financial burden it would place on producers, distributors, and retailers will inevitably lead to job losses, business closures, and a significant reduction in consumer choice.

Moreover, the economic impact won't be limited to brewers. It will ripple through countless local supply chains—agriculture, hospitality, and tourism—industries that depend on the vitality of our breweries. A regressive tax like this will disproportionately affect small, independent businesses, stifling growth and innovation, while favoring larger, national brands that are better equipped to absorb the cost.

It is essential that the OLCC and the legislature recognize the broader, long-term consequences of this bill. While the intent may be to address public health concerns or generate revenue, the reality is that it will devastate an industry that has long been a point of pride for Oregon and its communities.

I urge you to consider the voices of local business owners, workers, and consumers, and to oppose House Bill 3610 in its current form.

Sincerely,
Ian Nesbit

From: Mary Olson
To: OLCC,Communications * OLCC
Cc: Rep Scharf; Sen Boquist
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:43:02 AM

You don't often get email from airlie@airliewinery.com. Learn why this is important

While I agree that addiction and recovery services are needed for some people, it is shocking that Oregon is looking to fund it on the backs of small family owned businesses who happen to sell higher end products that are not the primary cause of people's addictions.
We actually provide Oregon with value in terms of tourism dollars, payroll dollars, and a world class reputation.
Most of us are not swimming in profits but rather just hanging on. The Oregon Health authority has millions already and, again in my opinion, discourages moderate drinkers who happen to enjoy the fruits of our labor instead of targeting problem drinkers.
I oppose raising the Oregon wine privilege tax.

Mary

Mary Olson - Owner
Airlie Winery
[redacted] Monmouth Or 97361
[redacted] Cell [redacted] (Please try winery number first)
www.airliewinery.com

From: Amy Jordan
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:41:51 AM
Attachments: anthema(1)_d8505059-28ed-462e-9868-30b6a1ae43a0.png
bluewhiteminimalistmodernfinancialadvisorlinkedinbanner(7)_e613a42e-ac15-4a7a-bb20-f00a6f9d6471.png
socialmediabanner_5dc4c30a-ff9e-43bb-8ca5-b2514d67070b.png

You don't often get email from amyj@dpwcpas.com. Learn why this is important

Dear HB 3610 Task Force,

I am a CPA who works with many local wineries. Over the past couple of years, the industry has seen a decline in sales, increased costs of Labor, increased state and local taxes, and additional administrative burdens. The last thing they need is for the State of Oregon to add to the challenges by making it even harder for them to stay in business. This paired with the low allocation of existing taxes being allocated to addiction programs (3%) and the agency mismanagement of current funds makes this tax burden tone deaf on the reality of these business owners. Please oppose raising Oregon's wine privilege tax and I would encourage you to ask the lawmakers to oppose it as well.

Thank you.

Amy Jordan
Senior Tax Manager
[redacted] FAX [redacted]
[redacted] Salem, OR 97301
[redacted] Portland, OR 97224
www.AnthemStrategists.com
UPLOAD DOCUMENTS HERE



From:	Josie H
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Friday, September 27, 2024 10:40:43 AM

You don't often get email from jahubbard42@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you,

--
Josie Hubbard
WSET Level 2
[redacted]

From: Brett Maloy
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:29:31 AM

You don't often get email from brett.maloy@coldist.com. Learn why this is important

Dear Members of the HB3610 Task Force,

I urge you to focus on prevention programs rather than raising alcohol taxes. The Oregon Health Authority has displayed a bias against the alcohol industry, misrepresenting data and advancing a neo-prohibitionist agenda, which is not the solution to our substance use issues.

Oregon's alcohol industry is vital to our economic health, supporting 68,000 jobs through our 400 breweries, 80 distributors, and 1,000 wineries. While we faced significant job losses during the pandemic, imposing new taxes will only hinder recovery.

Instead, let's optimize the use of existing alcohol tax revenues to effectively address substance use and prevention. Please oppose any increase in alcohol taxes to protect this essential industry that drives our state's economy.

Sincerely,

Brett Maloy
[redacted] Scappoose, OR 97056

From: Sonya White
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 10:27:19 AM

> You don't often get email from sonya@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

SONYA WHITE | CHIEF FINANCIAL AND BUSINESS OPERATIONS OFFICER
e | sonya@pfriembeer.com
p [redacted]
w | www.pfriembeer.com

[redacted]
Hood River, OR 97031

From: Amanda Dalton
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments: Task Force – Public Comments
Date: Friday, September 27, 2024 10:54:40 AM
Attachments: image001.png
HB3610TF_NWGRAComments.pdf

You don't often get email from amanda@nwgrocery.org. Learn why this is important

Please see attached comments for consideration to below request and confirm receipt.

Amanda Dalton

From: Oregon Liquor & Cannabis Commission olcc@public.govdelivery.com
Date: Tuesday, September 24, 2024 at 12:00 PM
To: Amanda Dalton amanda@daltonadvocacy.com
Subject: Notice of Public Comment Period: Task Force on Alcohol Pricing and Addiction Services

Notice of Public Comment



HB 3610 - Task Force on Alcohol Pricing and Addiction Services

During the 2023 Legislative Session, the Oregon Legislative Assembly passed House Bill 3610, which was then signed by the Governor. This bill initiated the creation of the Task Force on Alcohol Pricing and Addiction Services.

The measure specifies that task force members shall: study alcohol addiction and alcohol addiction prevention; distribution of resources for alcohol addiction treatment; current overall funding for alcohol addiction treatment programs; cost of alcohol addiction to the state; benefits and drawbacks of imposing taxes on beer and wine; and additional funding options for alcohol addiction treatment.

The Task Force on Alcohol Pricing is looking for public feedback upon House Bill 3610. Please provide specific feedback on sections of the Bill and include any supporting evidence or data that may strengthen you or your organizations position.

The comment period will open September 25, 2024, at 9:00 am and will close September 27, 2024, at 5:00 pm.

Process for Submitting Comments

Comment Period Duration

- The comment period will open from September 25, 2024, at 9:00 am and will close September 27, 2024, at 5:00 pm. Please ensure that your comments are submitted within this timeframe to be considered.

How to Submit Comments

- Comments can be emailed to OLCC.Communications@olcc.oregon.gov
- Please include "HB 3610 Comments" in the subject line of your email for proper routing.

Guidelines for Comments

- Provide a clear and concise summary of your feedback.
- If applicable, reference specific sections of the bill to which your comments pertain.
- Include any supporting evidence or data that may strengthen your position.

Review Process

- All submitted comments will be reviewed and considered as part of the legislative process.
- Summaries of the comments received may be shared with relevant committees for further evaluation.

We encourage all interested parties to participate in this comment period and share their insights on HB 3610. Your input is invaluable in shaping effective and responsive reporting to the legislature.

If you have any questions regarding the comment submission process, please do not hesitate to reach out. Thank you for your engagement and contribution to this important legislative process.

All comments will be provided to the task force for their consideration.

For more information on the work and meetings the task force has held over the past few months, please go to: https://www.oregon.gov/olcc/pages/hb-3610-task-force.aspx

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Send comments to: OLCC.Communications@olcc.oregon.gov

Amanda Dalton, J.D.
President & Chief Executive Officer
Northwest Grocery Association
Northwestern Food Merchants, Inc.
c. [redacted]

TO: **HB 3610 Task Force on Alcohol Pricing & Addiction Services**
OLCC.Communications@olcc.oregon.gov

FR: **Amanda Dalton**
President, Northwest Grocery Retail Association
amanda@nwgrocery.org

RE: **HB 3610 Task Force – Public Comments**

September 27, 2024

Thank you for the opportunity to provide public comment to inform your final report and recommendations on additional funding options for alcohol addiction treatment and prevention as directed by HB 3610 (2023). While the Northwest Grocery Retail Association was not a participant on the Task Force, we do represent over 400 grocery retail stores in Oregon and accordingly serve as the primary retail outlet for the sale of beer and wine in Oregon. Our members have also been active in this policy arena for decades, closely tracking how the State taxes beer and wine, as well as how they have granted that taxing authority (called a mark-up) to the Oregon Liquor and Cannabis Commission for distilled spirits.

One proposal that we believe has been missing from the Task Force conversations to-date is exploring the sale of low-proof spirit beverages (also called "Ready to Drink" or RTD) in Oregon grocery stores as it is done in 31 states across the Country[1]. NWGRA introduced this bill during the 2021 Session (see HB 3194). There is broad support for bringing this product to Oregon retail shelves – from the Oregon producer who faces limited retail shelf space and sells more product in Idaho in one quarter than they do in a whole year in Oregon – to the Oregon Liquor Store Agent who has limited cold storage space and simply can't stock this product that is largely purchased cold (OLCC has continued to say there is a limited future for this product growth given their liquor store footprint). **RTD products saw nearly 27% in growth in 2023 and $2.8 billion in sales, making them the fastest-growing segment of the spirits category, according to data from the Distilled Spirits Council of the United States.**

Oregon is leaving money on the table and the OLCC should immediately be charged by this Task Force to provide estimates for the potential tax revenue from bringing low-proof spirit beverages to the private grocery retail market.

This policy conversation has been ongoing since 2019 and could easily be wrapped up in 2025 with products hitting Oregon shelves by January 1, 2026 – bringing in new revenue the Legislature could dedicate to youth prevention and education. These products represent a rapidly expanding market, produced by many local Oregon distillers and brewers, and we strongly support their increased retail footprint in Oregon.

[1] https://www.spiritsunited.org/ready-to-drink-cocktails/

From: DON TAKUSH
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Friday, September 27, 2024 10:41:00 AM

You don't often get email from drtakush@yahoo.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

Oregon already has some of the highest per capita funding for addiction recovery in the United States, yet the Oregon Health Authority (OHA) has failed to account for $72 million of these funds. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, the OHA has been unable to provide basic data on the number of recovery patients, the utilization of recovery beds, or the specific areas where capacity is strained. Without this data, how can we justify the need for more funds?

What's more troubling is that the OHA has actively suppressed data that contradicts their push for higher taxes. A study they commissioned found that taxes are ineffective at reducing excessive alcohol consumption, yet this information was withheld because it didn't align with their agenda. This lack of transparency is not only unethical but also undermines public trust in our institutions.

The craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

Donald R Takush

Owner of Takush Farm and Orchard. [redacted]
Corvallis, Oregon 97330

From: Bill Matthes
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Friday, September 27, 2024 10:39:58 AM

You don't often get email from mattheswilliam@bellsouth.net. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage our Oregon lawmakers to do the same.

Thank you for your consideration,

Bill Matthes
Dundee, OR
Mobile: [redacted]

From: Erin Armitage
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Friday, September 27, 2024 10:36:13 AM

You don't often get email from erin@revanavineyards.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes. Wine industry salaries are already not keeping pace with inflation and the exponential rise in cost of living – imposing such a drastic increase on these small businesses will surely result in even more meager compensation and additional financial hardship across the industry, no doubt shrinking the size of this section of the economy.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Erin

ERIN ARMITAGE
Director of Operations & Logistics

Winery [redacted] | Direct [redacted]
[redacted]
Newberg, OR 97132
Alexana Winery | Bodega Corazón del Sol | Revana Estate

From: WARREN Jocelyn T
To: OLCC.Communications * OLCC
Subject: HB3610
Date: Friday, September 27, 2024 10:20:40 AM
Attachments: Lane County HB 3610 Comments.pdf

> You don't often get email from jocelyn.warren@lanecountyor.gov. Learn why this is important

Please find attached comments regarding HB3610 from Lane County Public Health.
Thank you for the opportunity to provide feedback.

Jocelyn Warren

Jocelyn Warren, PhD, MPH (she/her)
Lane County Public Health
[redacted]
Eugene, OR 97401

Office: [redacted]

jocelyn.warren@lanecountyor.gov

PUBLIC HEALTH
PREVENT. PROMOTE. PROTECT

PUBLIC HEALTH

PREVENT. PROMOTE. PROTECT.

Public Health
[redacted]
Eugene, OR 97401
Fax [redacted]

Communicable Disease
[redacted]
Fax [redacted]

Emergency Preparedness
[redacted]
Fax [redacted]

Environmental Health
[redacted]
Fax [redacted]

Maternal Child Health
[redacted]
Fax [redacted]

Prevention
[redacted]
Fax [redacted]

Vital Records
[redacted]
Fax [redacted]

WIC
[redacted]
Fax [redacted]

September 27, 2024

Subject: HB 3610 Comments

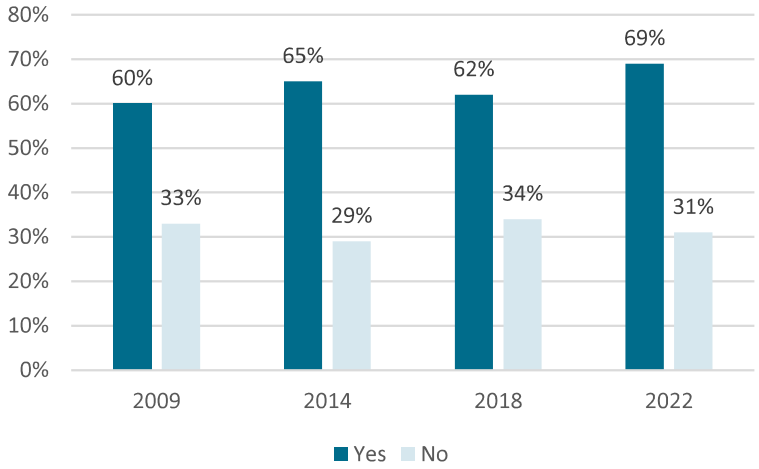
Dear Members of the Task Force on Alcohol Pricing and Addiction Services;

Lane County is providing this letter in support of increasing Oregon's tax on beer and wine.

Since 1998, Lane County Health & Human Services has surveyed the people of Lane County about their health attitudes[1]. The purpose of these surveys is to look at attitudes related to a variety of health issues and risk behaviors that have negative health implications[1]. Starting in 2009 the survey began asking respondents "Would you support charging an extra 25 cents for each serving of wine or beer if the money went to support local alcohol prevention and treatment services?"[1]

Figure 1 illustrates the increase in support for raising the alcohol tax over the years with 2022 (69%) having the highest percentaage of respondents willing to pay more for alcohol since 2009 (60%).

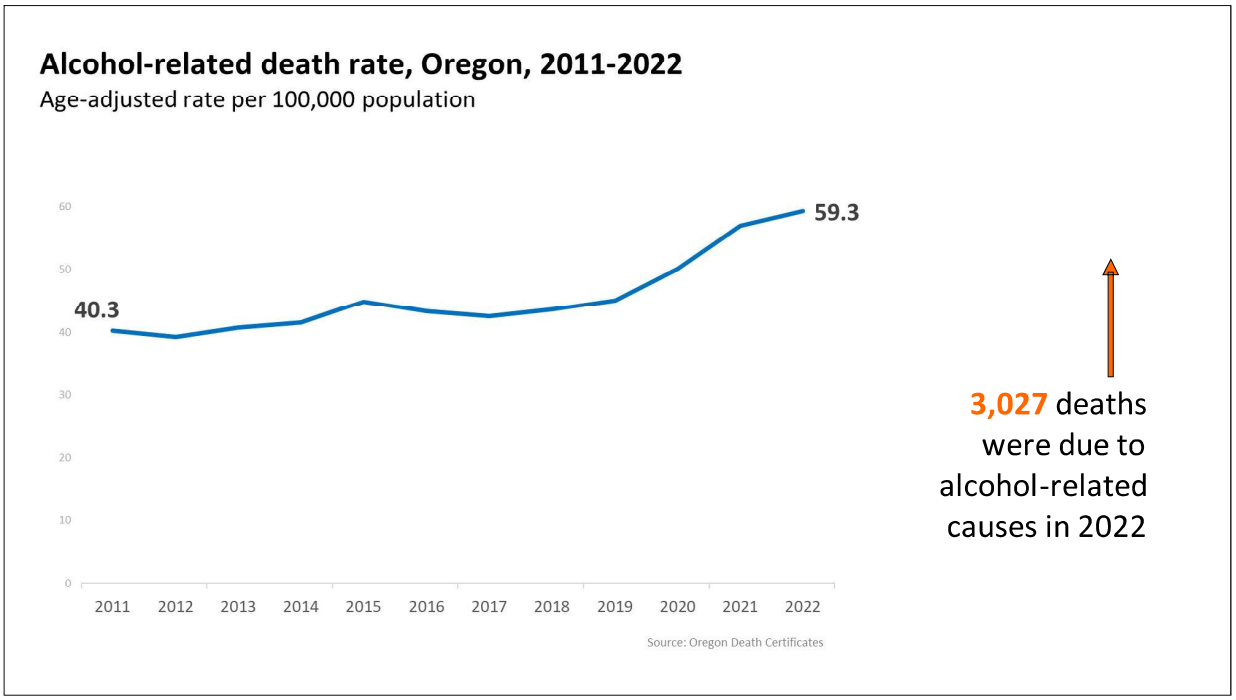
Figure 1: **Acceptance of Higher Prices for Alcohol Among Lane County Residents**



The Community Guide, developed by the Community Preventive Services Task Force (CPSTF), provides systematic reviews of scientific evidence on public health interventions[2]. The guide's recommendations on increasing alcohol taxes are based on rigorous research that demonstrates the effectiveness of this approach in reducing excessive alcohol consumption and its related harms[2].

During an Alcohol Policy Summit presentation on August 20, 2024, Oregon Health Authority (OHA) presented updated data that showed 3,027 individuals died from alcohol-related deaths in 2022 compared to 2,536 deaths in 2020[3]. *This is a 19% increase*. **Figure 2** from the Alcohol Policy Summit presentation illustrates the rise of Alcohol -related deaths in Oregon from 2011 through 2022[4].

***Figure 2*: Alcohol Related Deaths in Oregon, 2011-2020**



The increase in alcohol sales tax is not solely a financial policy, but an evidence-based public health intervention that can have far-reaching positive effects on the morbidity and mortality of Oregon's residents[3]. By investing in prevention and treatment, we can reduce the burden of alcohol-related harms, improve quality of life, and create healthier and more resilient communities[3].

Sincerely,

Jocelyn Warren, PhD, MPH
Public Health Administrator

Resources:

1. Johnson, S., McCaslin, C. (2022). Lane County Health and Human Services 2022 survey. Eugene, OR: Steve Johnson & Associates.
2. Community Preventive Services Task Force. (2022). Alcohol – Excessive Consumption: Increasing Alcohol Taxes: https://www.thecommunityguide.org/findings/alcohol-excessive-consumption-increasing-alcohol-taxes.
3. Public Health Division Excessive Alcohol Use Prevention. (2022). Alcohol Related Deaths in Oregon: https://www.oregon.gov/oha/ph/preventionwellness/excessivealcoholuse/pages/index.aspx.
4. Sidelinger, D. E. (2024, August 20). Oregon Recovers Alcohol Policy Summit. (PowerPoint slides). https://docs.google.com/presentation/d/1Yx-W7WbP6XdTNJtWc6yzSbTSiobAK3M_8MtV_cZ_k9w/edit#slide=id.g2f50fb2d3c0_1_75

From: sara s
To: OLCC.Communications * OLCC
Subject: Say No to Wine Tax Increase
Date: Friday, September 27, 2024 10:21:36 AM

You don't often get email from ses04e@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Sara Stockwell

From: Jason Melgaard
To: OLCC.Communications * OLCC
Subject: Don"t Tax My Drink!
Date: Friday, September 27, 2024 11:39:27 AM

You don't often get email from jasonm@pelicanbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Jason Melgaard
General Manager
Pelican Brewing Company Pub - Pacific City

From: Josh Pfriem
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments - Please do not tax us out of our benefits!
Date: Friday, September 27, 2024 11:18:28 AM

> You don't often get email from josh@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include, dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

Thanks,

JOSH PFRIEM
BREWMASTER/CO-FOUNDER
e | josh@pfriembeer.com
p [redacted]
w | www.pfriembeer.com

[redacted]
Hood River, OR 97031

From: Terry Brandborg
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Friday, September 27, 2024 11:40:17 AM

You don't often get email from terrybrandborg@gmail.com. Learn why this is important

I have been making wine in Oregon for 22 years in Elkton, Umpqua Valley. I had served on the local Umpqua Valley board of directors for many of those years, and as President for many years. I also served 4 years on the statewide OWB/OWA board. I currently serve on the board of the OWA. Myself, and all of the OWA board members are very strongly against raising taxes on our products. The Oregon wine industry is an important and large contributor to the economy of our state, and to the benefit of all who work within our industry and those who distribute and sell our products. As you well know, this has been a very challenging time for our industry. First, the supply chain disruptions, in large part caused by the global Covid pandemic, raised prices and availability of many of the components that go into putting wine out into the markets. And there has been a global downturn in all beverage alcohol, which has hurt all of our businesses. Tasting room traffic is down, and sales are down across the board. We have always stood for and advocated for moderate consumption of our products. We do understand the problem of alcohol abuse. But we strongly feel that raising taxes is not the way to deal with that. Raising taxes on our products will really hurt our industry, and all of the people that work therein. Please do not take that course.
Thank you,
Terry Brandborg

--
Terry Brandborg
winegrower
"Cool Climate Coast Range Wines"
www.brandborgwine.com
[redacted] winery
"2015 Oregon Winery of the Year"

From: russell@wintershillwine.com
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Friday, September 27, 2024 11:34:57 AM

You don't often get email from russell@wintershillwine.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Together with my family, we own and operate Winter's Hill Estate, a small winery in Dayton, Oregon. On land that has been in our family for three generations, we farm 25 acres of vineyards and make wines that we sell to Oregonians and to visitors who come to the Willamette Valley from around the world. Although our acreage is small, our economic impact goes well beyond our full and part-time employees. We also work with a multitude of other small Oregon businesses that provide equipment repair and maintenance, accounting and legal services, plumbing, painting, and electrical contractors, and many others.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Russell Gladhart
Winemaker
Winter's Hill Estate
Exceptional wines, Breathtaking views, Genuine Hospitality
wintershillwine.com

From: Sarah Geelan-Shroll
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Friday, September 27, 2024 11:10:05 AM

You don't often get email from sarah@abbeyroadfarm.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you,
Sarah

Sarah Geelan
Abbey Road Farm
Venue Manager - Events
Direct: [redacted]
Email: sarah@abbeyroadfarm.com
Main: [redacted]
www.abbeyroadfarm.com

From: Kris McDowell
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:35:36 AM

You don't often get email from beermusingskris@gmail.com. Learn why this is important

Good afternoon, OLCC Task Force on Alcohol Pricing.

I'm writing on behalf of the Oregon craft beer industry to implore you to think long and hard before instituting a tax, especially at the cash register (as Rep. Tawna Sanchez is proposing and was reported by the *Willamette Week*), on the industry. Proponents of this "sin or privilege tax" are overlooking the far reaching ramifications on an already stressed industry that includes not just the breweries, but all of the tap rooms and bottle shops that sell the product.

Prices have gone up on everything - grain, hops, bottles/cans, etc - on the brewing end. Retail outlets, who are mostly small, locally owned businesses, were first hit by the shutdowns and restrictions related to COVID, and since then have often had to deal with vandalism, break-ins and theft. Prices to replace stolen items, fix or replace broken locks and doors and especially the price of glass (windows, doors) is at unheard of levels.

Add to that, that across the nation, beer consumption is down, so to levy a tax to an industry that Oregon is known for, one that brings tourism, is a real kick between the legs. The thriving craft beer industry is one that first brought my husband and I to Portland as tourists and was one of the key reasons that we chose to move here when we left Minneapolis 14 years ago.

Back then my connection to the industry was as a beer writer, something I continued after moving here by meeting the owner of the (now defunct) Oregon Beer Growler, Gail Oberst, drinking beer at one of our many fine establishments. Later, I was employed by one of the local craft beer distributors as a sales rep. My circle of beer connections grew even further and I got a look at another aspect of the industry. It pains me to think of so many people being put out of jobs, so many people whose businesses may end up closing should such a tax be instituted.

I don't deny that there are some people who have either chosen to abstain from alcohol for personal reasons and there are others for whom alcohol becomes an addiction. But placing a tax on Oregon-produced products leaves out the national, macro producers who have much more of a cushion in the pocketbook and in all honesty, are probably the ones that those who have addiction issues are purchasing libations from (or I should say "obtaining" as Sanchez indicates the treatment would be for underage drinkers).

Thank you for your work in examining this topic closely to understand how it will affect all involved.

Cheers,
Kris McDowell

From: carissa burdon
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:31:58 AM

[You don't often get email from cburdon@yahoo.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Dear HB 3610 Task Force and Oregon Legislature:

Dear HB 3610 Task Force and Oregon Lawmakers, Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the
pandemic people are drinking less and wine sales are down. Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And
that means certainty and stability in our tax code, not more taxes. There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million - more than 7% of what it spent on SUD programs in 2021- 2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using
funds to discourage drinking among moderate consumers. Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map. I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,
Carissa Burdon

Sent from my iPhone

From: David Severns
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:29:04 AM

> You don't often get email from dsev73@gmail.com. Learn why this is important

My name is David Severns and I am a craft beer connoisseur. I coordinate volunteers for one of the longest running beer fests in Corvallis Oregon. Our festival is a fundraiser and we ask brewer's to donate their products. If their costs increased by the proposed amounts, I don't think Septembeerfest will continue. We donate to Heartland Humane Society, Linn Benton Food Share, and a couple of OSU Scholarship programs.

This aspect of the Craft Beer Industry might not be on your radar, but it is a major concern for our community. Feel free to contact me if you have any questions or need any additional information from me!

I appreciate your time and effort to support Oregon Brewers.

Best regards,
David Severns
[redacted]

From: Riley Anderson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:28:02 AM

You don't often get email from riley.anderson@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in alcohol taxes in Oregon. This industry has faced enough challenges in recent years, including inflation, employee shortages, and natural disasters. Further taxing these businesses would be detrimental to their survival and the Oregon economy.

Our state's beverage alcohol industry contributes more than $11 billion in economic activity and employs over 100,000 people. Raising taxes would only make it harder for these businesses to thrive, putting jobs and communities at risk.

Moreover, raising alcohol taxes won't solve Oregon's substance abuse issues. The Oregon Health Authority already has significant funding for addiction recovery services, yet questions remain about its accountability and use of those funds. Before imposing additional taxes, we should focus on improving the management of current resources.

Please oppose any increase in alcohol taxes and support Oregon's local businesses.

Sincerely,
Riley Anderson

Pendleton, Oregon.

Riley Anderson
Regional Inventory Control - Pendleton
Columbia Distributing
Office [redacted]
www.coldist.com

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From: Monica Amestoy
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:27:43 AM

> You don't often get email from monica@submarinehospitality.com. Learn why this is important

Hi there!

I am emailing about the naming of liquor on invoices in Oregon. Our inventory systems require us to change the item every time something is named differently. If we could have more consistent naming conventions and / or be notified if it changes that would be awesome. Something like: Monopolowa Vodka 750 ml would be great!

--

Monica Amestoy | Beverage Manager
(she,they)
(C) [redacted]
Submarine Hospitality

TUSK : AVA GENE'S : LOS BURROS SUPREMOS

From: Monte Hawkins
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:23:47 AM

You don't often get email from monte.hawkins@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my strong opposition to the proposed alcohol tax increase in Oregon. Our local beverage industry is facing significant challenges due to rising costs, labor shortages, and supply chain issues. Increasing taxes would further burden these businesses and hurt Oregon's economy.

The beverage alcohol industry generates over $11 billion in economic activity and supports more than 100,000 jobs in our state. Raising taxes now would jeopardize these jobs and stifle growth in an industry that is vital to our communities.

While addressing substance abuse is important, increasing alcohol taxes is not the answer. The Oregon Health Authority has been allocated significant funding for addiction services, yet concerns remain about how those funds have been managed. We need better accountability before considering new taxes.

Please oppose this tax increase and stand with Oregon's brewers, wineries, and cidermakers.

Thank you,
Monte

Monte Hawkins

Monte Hawkins
Bend Office Manager
Columbia Distributing
[redacted]
www.coldist.com

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From: Annalee Battle
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:22:40 AM

You don't often get email from annalee.battle@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in alcohol taxes in Oregon. The beverage alcohol industry is a cornerstone of our state's economy, contributing over $11 billion in economic activity and supporting more than 100,000 jobs.

Unfortunately, this industry is facing numerous challenges, including rising ingredient costs, supply chain issues, and natural disasters. Increasing taxes would only add to these burdens and hurt local businesses and workers.

It's also important to note that raising alcohol taxes won't solve the state's substance abuse problem. The Oregon Health Authority has received significant funds for addiction recovery, but its management of those funds has been questionable. We need to ensure accountability for existing resources before considering any new taxes.

Please stand with Oregon's brewers, wineries, and cideries by opposing this tax increase.

Sincerely,

Annalee Battle
[redacted]
Hermiston, Oregon 97838

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From: Heath Kearns
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:14:55 AM

[You don't often get email from heathkearns@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

To Whom it May Concern,

I am a concerned citizen writing to discourage new or additional taxes being proposed on alcohol in our state. Our local beer, wine and spirits are a point of pride and the small producers are only able to scrape by. I have many business owners in the industry as well as brewers and servers in my social circle and the idea of them losing their businesses or jobs gravely concerns me. In a time where costs are high everywhere you look, our local businesses are managing to get by, but the threshold for how much people and businesses are willing and able to pay is dangerously close. Please do not make it more expensive for breweries to operate, or for the people togo out and have a beer. We need these local alcohol producing industries healthy. They are a part of our local culture and identity. New taxes would put a lot of them out of business.

Thank You,

Heath Kearns
[redacted]
HeathKearns@gmail.com

From: Alyssa Logan
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:11:13 AM

You don't often get email from alyssa@fortgeorgebrewery.com. Learn why this is important

Local breweries, like the one I and 150+ Astorians are employed by, are struggling with numerous pressures, including rising costs due to inflation, supply chain disruptions, and a shortage of employees—all compounded by the ongoing effects of the pandemic. We have done our best to adapt to the rising costs of utilities, additional payroll expenses as we try to provide a living wage, increased import/transport costs, etc. all while battling the rising cost of living across the state/country.

Having both parents struggle with addiction, I deeply understand its impact on a family. It's crucial to address the addiction/drug crisis correctly statewide and with great care. We need to do so however without blaming alcohol and the claim that lack of funding is the issue. I am proud that Oregon already invests heavily in addiction recovery and prevention—more than 75% of other states. We've put over $1 billion into these efforts, including $470 million from the 2021 behavioral health package, $300 million from Measure 110, $600 million from the opioid lawsuit, and an additional $211 million in 2024 for various support services. Yet, OHA has lost track of $72 million in its substance use disorder programs, which is more than twice what Oregon earns from beer and wine taxes every two years.

If we truly want to prioritize substance use disorder funding, we need to look at reforming how money is managed and spent, not just adding more taxes. *Given OHA's problematic track record, a third-party audit of its spending is essential before any new tax increases are considered.* It is crucial that taxpayer dollars are managed effectively and that the state be accountable to its taxpayers.

Beer is not only a cornerstone of our state economy, but our identity. The brewers, owners, farmers, front-of-house staff and countless more behind this industry, including those at Fort George Brewery, need your support now more than ever. I urge you to oppose any tax increases on Oregon's beer industry.

Cheers -

Alyssa Logan
she/her
Field Marketing Coordinator
Fort George Brewery
c: [redacted]
alyssa@fortgeorgebrewery.com

From: Lila Martin
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:10:18 AM

You don't often get email from lilaatethis@gmail.com. Learn why this is important

Hello,

I'm a resident of Yamhill County, Oregon, and our family owns a craft brewery. I'm writing to ask that you strongly consider the negative implications of imposing an additional tax on breweries in our state. The Oregon beer industry has been a leader and model in the history of American beermaking in the last century. However, you can read on any news site the documentation of the suffering it has experienced in the past couple of years.

OPB wrote: "Oregon's storied craft brewing industry suffered one of its worst years in 2023, with depressed draft beer sales and rising costs creating more pressure than some of the state's businesses could bear." And from Axios, "More breweries closed in Oregon than opened last year, a trend that foreshadows tough months ahead for the industry."

These are some of the toughest times in Oregon's nearly 50 year history of a once-healthy economic driver in our state. This industry supports families, agriculture (our hop and barley industries), ancillary businesses, and not to be overlooked, our culture. I support alcohol addiction resources for our communities, but our craft breweries and taprooms are not the place to draw that from. They are family-friendly spaces and community gathering places in our increasingly disconnected society. We've already lost so many, and an additional tax to support the economic needs in HB 3610 would be crippling.

Thank you for your consideration,
Lila DeBenedetti

From: Cathy O"Donnell
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:07:23 AM
Attachments: image001.png

You don't often get email from cathy@kiwandahospitality.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. Pelican Brewing Company opposes raising Oregon's beer taxes and you should too.

Cheers!

CATHY O'DONNELL, CHIEF FINANCIAL OFFICER

C: [redacted] | **O:** [redacted]

[redacted] | P.O BOX 189

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NestuccaRidgeDevelopment.com | DiscoverPacificCity.com | BeachJobsCalling.com – We're Hiring!

From: courtney heath
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:03:49 AM

You don't often get email from ca.heath516@yahoo.com. Learn why this is important

I am writing to comment on proposed taxes to the craft beer and wine industry in Oregon, specifically in regards to HB 3610. I do laud the state for putting more resources and efforts into addressing addiction (of all kinds, not just alcohol related) however I believe increasing taxes on craft breweries will have little impact on addiction behaviors and an outsized detrimental effect on these small and local businesses. Most people with severe alcohol abuse disorder are buying mass produced and cheap alcohol, much of which is produced by a few major companies and are based out of state. Taxes on our Oregon breweries will only make it hard for them to stay in business at a time when many craft breweries are struggling and even closing. These are the types of small and independently owned businesses that provide jobs, attract tourists, and provide important economic benefits to many towns in Oregon, not just Portland. Please consider that increasing taxation may not be the best way to achieve addiction related goals, and that unintended consequences may irrevocably damage what has been an important and vital part of Oregon. Thank you for your time and attention, it is appreciated.

Sincerely,
Courtney Heath
[redacted]
Portland OR 97206

There are only two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle. -Albert Einstein

From: Chris Steffanci
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:02:44 AM
Importance: High

You don't often get email from chris.steffanci@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

On behalf of our entire team at Columbia Distributing, I am writing to firmly oppose a proposed increase to Oregon's beer, wine, and cider taxes.

Our government agencies should support Oregon's $17 billion beverage alcohol industry—the third largest source of revenue in the state and vital to our identity and economy. Our government agencies should also help the 100,000+ Oregonians who continue to build their lives through our family-wage jobs. This includes the 1,400 Oregon-based teammates I proudly employ at Columbia in every corner of the state.

Our company is honored to work with some of Oregon's nearly 400 breweries and brewpubs. They've created 50,000 jobs, $2.8 billion in wages each year, and contributed $8.7 billion in economic activity for the state. Oregon's 1,000 wineries and 1,300 vineyards support the livelihoods of more than 50,000 Oregonians, generate more than $2.4 billion in wages, and contribute $7.19 billion in economic activity. It is also responsible for 2.3 million tourism visits annually. And Oregon has at least 70 cideries – mostly women-owned and operated – generating $300 million for the state.

The OHA's argument that higher taxes will address substance abuse is flawed. The agency has already received substantial funding for addiction services, yet a significant amount remains unaccounted for. The missing $72 million from SUD programs shows a need for better oversight rather than increasing taxes on struggling businesses.

We need to prioritize the effective use of existing funds to address addiction rather than burdening this industry with higher taxes. Beer, wine, and cider are all integral to Oregon's culture and economy and deserve support.

I urge you to consider the long-term impact on our economy and oppose any tax increases.

Thank you.

Sincerely,
Chris Steffanci, CEO &President
Columbia Distributing
[redacted]
Wilsonville, OR 97070

Dear HB 3610 Task Force and Oregon Lawmakers,

On behalf of our entire team at Columbia Distributing, I am writing to firmly oppose a proposed increase to Oregon's beer, wine, and cider taxes.

Our government agencies should support Oregon's $17 billion beverage alcohol industry—the third largest source of revenue in the state and vital to our identity and economy. Our government agencies should also help the 100,000+ Oregonians who continue to build their lives through our family-wage jobs. This includes the 1,400 Oregon-based teammates I proudly employ at Columbia in every corner of the state.

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We need to prioritize the effective use of existing funds to address addiction rather than burdening this industry with higher taxes. Beer, wine, and cider are all integral to Oregon's culture and economy and deserve support.

I urge you to consider the long-term impact on our economy and oppose any tax increases.

Thank you.

Sincerely,
Chris Steffanci, CEO &President
Columbia Distributing
[redacted]
Wilsonville, OR 97070

From: Cameron Smith
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Friday, September 27, 2024 11:38:22 AM

You don't often get email from cmrn.smth.pnw@gmail.com. Learn why this is important

Dear Task Force Members, We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment. As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, the state reported Oregon related deaths have increased from six to eight a day over the past four years. We would encourage you to include the following recommendations as the basis for your final report to the legislature: 1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial. 2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption. 3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation. 4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers. 5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm. Thank you for your work on this task force.

From: Sonya Agnello
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Friday, September 27, 2024 11:17:41 AM
Attachments: Outlook-2ihime5b.png

You don't often get email from sonyaa@pelicanbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

As a General Manager at a brewery on the coast, this new proposal threatens our livelihood. In recent years, our company has seen a downturn in beer sales, both draft and packaged, as well as increases in the cost of doing business. We have had to lay off workers to meet the new demands of the industry and experiencing additional taxes would surely result in fewer jobs, as well as, a halt to job creation in the future.

Please consider the following Oregon craft beer industry stastics:

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Thank you for your time and consideration,

Sonya Agnello
General Manager
Pelican Brewing Company
Cannon Beach, OR
[redacted]


PELICAN BREWING
CANNON BEACH
OREGON COAST, USA

From:	Dan Curtis
To:	OLCC.Communications * OLCC
Cc:	Mary Jones
Subject:	HB 3610
Date:	Friday, September 27, 2024 11:16:46 AM
Attachments:	image001.png image002.png image003.png image004.png

You don't often get email from d.curtis@curtisresteq.com. Learn why this is important

Dear OLCC board members:

As Chairman of Curtis Foodservice Equipment, a 60 year old business with 75 employees in Oregon with offices located in Springfield, Bend and Medford Oregon, I would like to comment on the proposed 3% tax increase that is on the ballot in November affecting key industries to the Oregon economy.

Our company is a major supplier of foodservice equipment and supplies to the Oregon wine and beer industry. We have seen the struggles that these industries have gone through since Covid in 2020 and the affect that decreased alcoholic beverage sales have on the many ancillary businesses that rely on a thriving Oregon grown wine and beer industry.
Tourism is a such a major part of the Oregon economy and a sizable percentage of those out of state tourists visit Oregon to experience our world class status in both the wine and beer industries. It makes little sense to put additional tax pressure on local industries that struggle to profit and grow.

I urge Oregon voters to say no to a tax increase on specific industries that play such a large part in defining who we are in this great state of Oregon.

Thank you,

Dan Curtis
Chairman

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E D.Curtis@curtisresteq.com
O [redacted]
A [redacted] Springfield, OR 97477

curtisresteq.com

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From: Bryant Cocks
To: OLCC.Communications * OLCC
Subject: Oregon beer tax
Date: Friday, September 27, 2024 11:24:53 AM

You don't often get email from bryant@chuckanutbrewery.com. Learn why this is important

I am completely opposed to this measure. Rising costs of good due to inflation have put craft brewers in a horrible position. The market will not allow $10 beers and almost every craft brewery in the state will be forced to close. The people working in this industry are already working below the median income and this would absolutely ruin any chance for success within the industry. I beg you to please consider the impacts on small businesses and their workers. The beer industry is a backbone of Oregon, and renowned around the world. Do not let the major corporations win this battle, they would be the only ones able to withstand this tax.

Thank you, Bryant Cocks - Beer Hall Manager, Chuckanut Brewery

From: Louann Casares
To: OLCC.Communications * OLCC
Subject: Public Comment on HB 3610 Task Force - Opposing Tax Hike
Date: Friday, September 27, 2024 10:58:34 AM

You don't often get email from louann.casares@gmail.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to **speak out against** the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is **deeply flawed**, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

Oregon already has some of the highest per capita funding for addiction recovery in the United States, yet the Oregon Health Authority (OHA) has **failed to account for $72 million** of these funds. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, the **OHA has been unable to provide basic data on the number of recovery patients**, the utilization of recovery beds, or the specific areas where capacity is strained. Without this data, how can we justify the need for more funds?

What's more troubling is that the OHA has **actively suppressed data** that contradicts their push for higher taxes. A study they commissioned found that taxes are ineffective at reducing excessive alcohol consumption, yet this information was withheld because it didn't align with their agenda. This lack of transparency is not only unethical but also undermines public trust in our institutions.

The craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide **jobs**, support **tourism**, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,
Louann Casares
2 Towns Ciderhouse

From: Charles Wilson
To: OLCC.Communications * OLCC
Subject: Say NO to Alcohol Taxes (HB 3610)
Date: Friday, September 27, 2024 11:38:16 AM
Attachments: Outlook-av0zxtkj

You don't often get email from charles.wilson@coldist.com. Learn why this is important

Members of the HB3610 Task Force,

The Oregon Health Authority has been unable to account for millions in recovery funding, and recent reports show they deliberately withheld information that could inform better policies. The OHA buried a 2021 study because it didn't fit their narrative. Before any new taxes are considered, we need accountability and transparency from our state agencies.

Oregon's alcohol industry plays a critical role in our state's economy, creating 40,000 jobs across 400 breweries and 80 distributors, generating $2 billion in wages, and contributing $6.5 billion in economic activity. Unfortunately, the pandemic led to the loss of 3,000 beer-related jobs, while the wine industry lost 12,000 jobs. Rather than raising taxes, I urge the task force to ensure that existing alcohol taxes are used efficiently to address addiction.

Please oppose any increase in alcohol taxes and protect the jobs and businesses that are vital to our state's economy.

Sincerely,

Charles Wilson
BI Developer - SharePoint | Information Technology
Columbia Distributing
[redacted] (Office)| [redacted](cell) | Charles.Wilson@coldist.com
www.coldist.com

Join us on Facebook and Instagram for fresh brews, beverage news and community events!



From: Trevor McLean
To: OLCC.Communications * OLCC
Subject: Tax increase
Date: Friday, September 27, 2024 11:42:01 AM

You don't often get email from trevor@pelicanbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on

already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Trevor McLean

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From:	Carson Benowitz-Fredericks
To:	OLCC.Communications * OLCC
Cc:	Michael Scippa; Raul Verdugo; Rob Lipton; Cruz Avila
Subject:	Commentary on HB 3610
Date:	Friday, September 27, 2024 12:32:18 PM
Attachments:	9-27-24_alcoholjustice_oregon-taskforce-comments-FINAL.pdf

You don't often get email from carsonb@alcoholjustice.org. Learn why this is important

Dear OLCC staff,

Attached, please find a letter providing commentary and feedback on HB 3610 and the Task Force on Alcohol Pricing and Alcoholism, on behalf of Cruz Avila, Executive Director of Alcohol Justice.

We hope it will prove useful as Oregon pushes on with this vital work.

Respectfully,

--- ---
Carson Benowitz-Fredericks, MSPH (he/him)
Research Director, Alcohol Justice
ph: [redacted] em: carsonb@alcoholjustice.org

“It's wanting to know that makes us matter. Otherwise we're going out the way we came in.”
– Tom Stoppard

September 26, 2024

Oregon Liquor and Cannabis Commission
9079 SE McLoughlin Blvd.
Portland, OR 97222

Dear Oregon Liquor and Cannabis Commission,

Alcohol Justice is a nonprofit based in San Rafael, California, dedicated to promoting evidence-based policies that support public health and safety. As part of our mission, we compile evidence on best practices to reduce the harms of alcohol and improve the state apparatus to do so. We would like to offer feedback on House Bill 3610 and the nature of the Task Force on Alcohol Pricing and Addiction Services.

Alcohol use is one of the leading preventable causes of death in the country, and Oregon is no exception. According to the Oregon Health Authority, alcohol deaths accounted for 3,027 deaths in 2022, a 63% over the past decade.[1] This is an alarming and unprecedented rise, and demands swift, decisive, and evidence-based action. The task force proposed under House Bill 3610 offers a channel for such action. We would like to note some opportunities to strengthen its approaches and ensure it does not rule out life-saving avenues for intervention.

First and foremost, we would like to urge the Commission to edge away from "addiction" as a frame for intervention. "Addiction" and "alcoholism" are falling out of favor in national guidance,[2] owing to both stigmatic connotations and scientific imprecision. "Alcohol use disorder" (AUD) has clear diagnostic benchmarks, better describes a spectrum of harms, and includes some of alcohol's harm to others as a diagnostic criterion. The end goal of this task force should be to reduce the prevalence, severity, and progression of AUD, not to fight addiction.

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[1] Oregon Health Authority. 2024. *Alcohol Related Deaths*. Available at: https://visual-data.dhsoha.state.or.us/t/OHA/views/SHIPv2/dash47alcoholSHIP.

[2] National Institute on Alcohol Abuse and Alcoholism. When It Comes to Reducing Alcohol-Related Stigma, Words Matter. Available at: https://www.niaaa.nih.gov/alcohols-effects-health/reducing-alcohol-related-stigma..

As regards Section 1(2)(c), as a whole:

There are concerns that this membership sidelines expertise that could be very helpful to the process, while overrepresenting sectors with solely economic stakes in the process. These latter, which definitely include the industry appointees and may also include local governmental ones as well, should be presumed to oppose nearly all remedies which rely on taxes, fees, or other ways to offset harms through surcharges on alcohol sales. This is not just a current concern; the industry has worked to prevent any tax or fee increases both historically[3] and in very recent years.[4] It is self-evidently against their interests to raise the taxes and/or lower consumption, as both cut into profits. But there is reason to believe that even the simple goal of preventing or mitigating AUD inherently reduces industry revenues, since the highest-consuming 10% of alcohol drinkers account for nearly 60% of all alcohol sold.[5] Indeed, throughout the history of alcohol regulation, industry actors have consistently worked at framing alcohol harm as solely a matter of personal irresponsibility, amenable only to punitive or palliative remedy, rather than structural mitigation.[6]

This raises questions as to whether that sector can and will accurately and in good faith assess the potential impacts of excise or sales tax increases, minimum unit pricing, and other relatively popular, evidence-based methods to fund prevention and treatment. And though independent alcohol producers are well-represented, there seems to be no mandate to include independent (i.e. unaffiliated with government or industry) epidemiologists or prevention experts. There is a pool of hundreds of candidates for this role, both within and without Oregon.

In particular, no source of appointment would seem to include individuals with knowledge of youth risk, use, and prevention, or even youth advocacy, despite the fact that, proportional to national rates reported in NSDUH, around 10,000 Oregon youth ages 12-17 qualify for an AUD diagnosis.[7] Alcohol drives all the top causes of youth mortality—motor vehicle crashes, homicide, suicide, and overdose[8]—and underage youth are extraordinarily price-sensitive,[9] meaning assessing taxes or fees would have the one-two impact of funding services while reducing youth consumption.

---

[3] Lesch & McCambridge. 2022. The alcohol industry, the tobacco industry, and excise taxes in the US 1986-89: New insights from the tobacco documents. Available at: https://link.springer.com/content/pdf/10.1186/s12889-022-13267-w.pdf.

[4] Common Cause New Mexico. Still Under the Influence: A Look at the Alcohol Industry and Its Influence on New Mexico Elected Officials. Available at: https://www.commoncause.org/new-mexico/wp-content/uploads/2024/09/NM_UndertheInfluence_digital.pdf.

[5] Cook. 2007. *Paying the Tab*. Princeton, NJ: Princeton University Press.

[6] Room, Babor, Rehm. 2005. Alcohol and public health. *The Lancet.*

[7] SAMHSA. 2022. National Survey on Drug Use and Health, Table 5.9B. Available at: https://www.samhsa.gov/data/report/2023-nsduh-detailed-tables.

[8] Centers for Disease Control. 2024. CDC Wonder. Available at: https://wonder.cdc.gov/.

[9] Xu & Chaloupka. 2011. The effects of prices on alcohol use and its consequences. *Alcohol Research & Health*.

As regards Section 1(3)(a), 1(3)(b), and 1(3)(d):

Again, the focus on "addiction" risks obscuring other sources of harm. We strongly urge the Task Force to incorporate the burgeoning literature around alcohol's harm to others (AHTO), aka "second-hand drinking".[10] AHTO models bring a more inclusive picture of alcohol harm, not just highlighting alcohol-related catastrophic illness or criminal behavior, but also physical, psychological, and economic burdens to children, partners, families, and close acquaintances of individuals in the grip of AUD.

As regards Section 1(3)(e):

We would like to urge the Task Force to consider not just adjustments to the excise tax, but more innovative models, such as: 1. minimum-unit pricing for all Oregon alcohol products; 2. a responsive sales tax that would be pegged to reported OHA AUD rates; 3. re-envisioning excise taxes by strength instead of product category, i.e. taxing per standard drink or part thereof as packaged.

As advocates for a reduction in the burden of harm from alcohol, we thank the Commission and the state for taking on this project. Oregon has the opportunity to not just solve a pressing and scarring issues for its constituents, but to set a model for the rest of the country. We hope these recommendations are helpful in achieving that goal, and are happy to clarify any of our points and discuss this further as the process continues.

Respectfully,



Cruz Avila
Executive Director
Alcohol Justice
[redacted]
San Rafael, CA 94901

[10] For starters, Laslett, Room, Kuntsche, et al. 2021. Alcohol's harm to others in 2021: Who bears the burden? *Addiction*.

From: Jana Daisy Ensign
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Friday, September 27, 2024 12:56:17 PM

You don't often get email from janad@nwcider.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

The Pacific Northwest is home to the vast majority of America's cideries because we're uniquely an area with an abundance of fruits, such as apples, pears and berries. Cider is truly one of Oregon's original homegrownproducts. And half of Oregon's roughly 70 cideries are women-owned businesses.

But Oregon cidermakers are facing major challenges. Between inflation on the cost of ingredients (100% increase in fruit juice prices!), supply chain issues, employee shortages, natural disasters, wildfires and a pandemic, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, the Oregon Health Authority (OHA) presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from cider, beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Cider is a vital part of Oregon's economy and identity, and its cidermakers need the support of Oregon lawmakers. I oppose raising Oregon's cider taxes and you should too.

Cheers,

Jana Daisy-Ensign, she/her
Certified Pommelier
[redacted]
Northwest Cider Association
www.nwcider.com

From: michele@trianglewinecountry.com
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Friday, September 27, 2024 11:59:03 AM

You don't often get email from michele@trianglewinecountry.com. Learn why this is important

Hello-
I oppose taxes on wine in Oregon at this time.
The industry is very important to the economy and tourism of the state.
the wine of OR is very respected around the world due to our unique climate and soil but our topography requires much hand labor to harvest and maintain. This results in higher pricing compared to neighboring states.
increasing our prices due to taxes may decrease interest in our wines and dissuade wine tourists which would create a ripple effect across the hospitality industry already suffering from the pandemic and bad press due to our current political climate.
now is not the time to make our wines less competitive.
thank you for your consideration.
Michele Margherita
Owner/Certified Specialist of Wine & Chemistry

From: Graham Brown
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:14:45 PM

You don't often get email from graham@stumptowntaps.com. Learn why this is important

Hello -

This email is to voice concern for House Bill 3610. Though I appreciate some aspects of the bill, such as providing proper education and treatment, I feel like the bill as a whole will cause too many to struggle. As a beer bar owner, and craft beer enthusiast, this bill, specifically the tax portion of it, will force a lot of the smaller local breweries and bars to raise prices so much so that patronage will slow, forcing hardship on so many business owners and their staff.

I believe that Oregon and the OLCC have done a great job providing continued education for alcohol, addiction, and many other things. But a new tax on breweries, bars, or anyone involved, will likely force so many of us who love craft beer and provide a responsible place for people to enjoy the craft, to close our doors.

Thank you for taking my comments.
Graham Brown
Stumptown Taps

From: Tracy Petersen
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:05:58 PM

You don't often get email from tracy@cruxfermentation.com. Learn why this is important

I have been an employee at *Crux Fermentation Project* for the last 6 years. We have been through a lot in the 6 years with the struggles during COVID, staffing issues and the price increases of raw materials. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. Our taxes are high enough!

My family and I are proud to work at Crux and our contribution to our community. Please do not tax us out of our benefits!

--
Tracy Petersen | Staff Accountant
Crux Fermentation Project LLC
[redacted]
Bend, OR 97701
[redacted]

From: Ross Lockhart
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:05:04 PM

You don't often get email from r.lockhart@2townsciderhouse.com. Learn why this is important

Dear Chair Sanchez and Task Force Members,

My name is Ross Lockhart, and I've worked in the alcohol industry for the last 13 years here in Corvallis, starting out as a bartender and now working as a sales and distribution manager at 2 Towns Ciderhouse for the last 9 years. I'm deeply passionate about this industry, as well as my career path within it, and as such I'd like to voice my concerns over House Bill 3610. As a provider for my family and someone who has found healthy longevity within the professional alcohol industry, I'd be incredibly thankful if my concerns could be heard and taken into consideration.

As an Oregonian deeply invested in the success of our state's craft cider industry, I feel compelled to speak out against the proposed alcohol tax increase under consideration resulting from HB3610. The notion that raising taxes will solve our state's addiction crisis is deeply flawed, especially when considering the broader context of how addiction recovery funds are currently managed in Oregon and the lack of supporting data.

Oregon already has some of the highest per capita funding for addiction recovery in the United States, yet the Oregon Health Authority (OHA) has failed to account for $72 million of these funds. This is not a small oversight; it represents a significant portion of the resources that could be helping those in need. Moreover, the OHA has been unable to provide basic data on the number of recovery patients, the utilization of recovery beds, or the specific areas where capacity is strained. Without this data, how can we justify the need for more funds?

What's more troubling is that the OHA has actively suppressed data that contradicts their push for higher taxes. A study they commissioned found that taxes are ineffective at reducing excessive alcohol consumption, yet this information was withheld because it didn't align with their agenda. This lack of transparency is not only unethical but also undermines public trust in our institutions.

The craft cider industry in Oregon is a critical part of our state's economy and cultural heritage. Small wineries provide jobs, support tourism, and contribute to the unique identity of our state. Taxing these businesses more heavily will not solve the underlying issues of addiction but will instead cause economic harm and erode the rich cultural landscape that makes Oregon special.

I urge the task force to consider these points carefully and to prioritize better management of existing funds over imposing new taxes on an already struggling industry.

Sincerely,

--
Ross Lockhart
Local and Specialty Product Distribution Manager
2 Towns Ciderhouse
r.lockhart@2townsciderhouse.com
www.2townsciderhouse.com

From: Eleanor Niedermeyer
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:58:46 PM

[You don't often get email from ellie.niedermeyer@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Hi there,

Please do not pass this harmful bill. For a city that thrives on mom and pop restaurants, bars, and breweries, this new tax will kill these small businesses while also disuade new businesses to even open in the Portland market. This will do massive damage to the Oregon beer industry.

DONT PASS THIS

From: Jon-Paul Lafitte
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:55:03 PM

You don't often get email from jon-paul.lafitte@coldist.com. Learn why this is important

I strongly oppose any new taxes on beer and wine!!!

I have worked for Columbia Distributing for 17 years and have been an Oregon resident since 1989. Since then I have watched my great state be run into the ground with reckless spending and a total lack of accountability from our leaders. Countless new taxes over the years that have done very little to improve our way of life and the lives of our children. No new tax is going to solve that issue. More accountability and a balanced budget will.

Jon-Paul Lafitte

Merchandising Manager | Eastern OR

Cell: [redacted]

Office: [redacted]

jon-paul.lafitte@coldist.com



From: Melina Misquez
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:25:45 PM

You don't often get email from melina.misquez@coldist.com. Learn why this is important

OLCC Task Force,

I'm writing to voice my strong opposition to the proposed tax increases on beer and wine. Working in the Beer and Wine industry for my entire career, including at Columbia Distributing, I am deeply concerned about the impact such a tax would have on the industry, businesses, and families like mine.

Restaurants are already suffering from high costs, crime, and the ongoing economic challenges. Raising taxes will drive up prices even further and could lead to more closures.

Additionally, with the Oregon Health Authority unable to account for millions of taxpayer dollars, I believe it's crucial to focus on accountability rather than increasing taxes.

Please oppose this harmful proposal.

Sincerely,

Melina Misquez
[redacted]
Wilsonville, OR 97070

From: Joseph Bevegni
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:14:15 PM

You don't often get email from joseph.bevegni@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in beer taxes in Oregon. With over 300 breweries generating $8.7 billion in economic activity and providing 50,000 jobs, it is clear that our brewing industry is vital to the state's economy.

Recent statistics show a concerning decline, with approximately 50 breweries shutting down in the last two years. The pandemic has already taken a toll, and draft beer sales are down nearly 30%. The brewing community is struggling, facing inflation, supply chain disruptions, and a labor shortage. Adding more taxes would only exacerbate these challenges and threaten the livelihood of countless workers.

Moreover, the assertion that raising beer taxes would help combat substance abuse is misleading. The OHA has already been allocated substantial funds for addiction recovery, yet there are questions about its accountability. The missing $72 million from SUD programs indicates a need for better management of existing resources rather than additional taxation.

Instead of taxing our breweries, let's ensure that the current funds are utilized effectively to address substance use issues. Raising beer taxes would not only harm local businesses but also fail to solve the problems we face.

I urge you to stand with our local breweries and oppose any tax increases.

Best regards,

Joseph "Joey" Bevegni
Purchasing Specialist
Columbia Distributing

From: Megan Markel
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:11:13 PM

You don't often get email from megan@wellplayedwines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. The citizens of Oregon deserve better and that includes accountability of our existing state agencies and the funds they are budgeted to use.

If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers. Our state leadership truly needs to *think* and eliminate the "re-think the drink" campaign entirely.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

As an owner of a small Oregon winery, I strongly oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you for your thoughtful consideration,
Megan Markel

Megan Markel
Founder & Owner
Well Played Wines
Willamette Valley, Oregon

tiny production. tiny bubbles.



From: Chris Black
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:05:31 PM

You don't often get email from chris.black@coldist.com. Learn why this is important

Dear Alcohol Task Force,

I strongly oppose Representative Sanchez's proposal to raise alcohol taxes in Oregon. Data from the EcoNorthwest firm and the Legislative Revenue Office show that alcohol demand is inelastic and increasing taxes is an ineffective tool to control consumption, including excessive and teen drinking. Given this, raising taxes won't solve the problem. Instead, Oregon should focus on reallocating the current 3% of tax revenue toward proven and vetted Substance Use Disorder (SUD) programs. Our breweries and hospitality industry are already hurting, and additional taxes will only worsen their situation. We need effective solutions to addiction issues, not blanket tax increases that hurt businesses.

Sincerely,

Chris Black
IT Technical Analyst | Information Technology
Columbia Distributing
Support Center: [redacted]
www.coldist.com

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From: Heather Breen
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:00:49 PM

You don't often get email from h.breen@2townsciderhouse.com. Learn why this is important

Dear Task Force on Alcohol Pricing & Addiction Services,

I've been working in the Oregon Beer, Wine, and Cider industries for over 15 years now and have a working knowledge of how important these industries are to our local communities. Our breweries, wineries, and cideries attract out-of-state visitors and offer family-friendly spaces for our communities. Most people drink responsibly and are not addicts; raising taxes for all Oregon citizens to address the very real and complex issue of addiction is not the solution.

Dean Sidelinger, state health officer and epidemiologist for the Oregon Health Authority delivered an apology for failure to publish a 2021 study that showed increasing beer and wine taxes would have little impact on curbing drinking among the heaviest alcohol users. The study by researchers at ECONorthwest found that increasing Oregon's excise tax on beer and wine could raise hundreds of millions for the state and reduce public alcohol consumption overall – but that taxes would barely reduce consumption by Oregon's heaviest drinkers, who disproportionately drive the high societal costs of alcoholism.

It appeared that the Health Authority had intentionally buried a taxpayer-funded study because the findings contradicted efforts to raise alcohol taxes. State lawmakers called the agency's credibility into question. House Republican Leader Jeff Helfrich said in a statement that the Health Authority had potentially compromised the integrity of the alcohol addiction and pricing task force and said the lack of transparency raised questions about whether the agency was being upfront about other information, including data related to Measure 110, Oregon's drug decriminalization law."There is no universe where OHA should have hidden this study from the public," Helfrich said in a statement. "Their job is to make an informed recommendation to the Legislature about how to best pursue better health outcomes for Oregonians while also weighing the economic impacts."

Oregon has lost more than 20 breweries this year, according to the Oregon Beverage Association, because the demand for beer fell during the pandemic, and people are not drinking as much as they used to. The proposal to raise the state's beer, wine, and cider tax would negatively impact local businesses as the industry struggles amid declining public interest in alcohol consumption. The businesses that will be impacted the most will be our small privately-owned companies, and we will once again push out the small business owner, allowing the larger and wealthier corporations to thrive while our mom-and-pop wineries, breweries, and cideries are pushed out of the market. The last thing our small businesses need is a tax increase, which may very well be what forces them to close their doors for good.

As a community, we need to take care of our neighbors and make thoughtful, sound decisions based on honesty, transparency, and weighing all aspects of the impact the changes will have on our local communities.

Sincerely,

Heather Breen *(she/her)*
HR Manager
2 Towns Ciderhouse
Office: [redacted]
h.breen@2townsciderhouse.com
www.2TownsCiderhouse.com




From: Mark Henion
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 12:00:20 PM

You don't often get email from mark@vanhenionbrewing.com. Learn why this is important

Hello, I am writing to request that you do not raise our brewers' taxes.
As a relatively new brewery in an ever decreasing industry as of the last few years, basically since we started Van Henion Brewing.
We are struggling to survive financially.
We feel it is everyone's right to things like health insurance, retirement benefits, sick leave and paid time off.
All of these come at a very steep cost these days.
Not to mention all of our raw materials, grain, hops, water, cans, lids, labels, trays, etc, have all got up tremendously in the last few years. With beer costs not rising enough to meet these incurred expenses.
Please give us a fighting chance and leave our taxes where they are and really consider reducing them.
As Oregon is known for its beer industry and quality beer. If we all go out of business, then we lose that reputation and all the jobs that come with it.
Best regards,.

Mark Henion
Founder / Brewer
Van Henion Brewing Company
[redacted]

From: Erika Dizon
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:55:30 AM

You don't often get email from erika.dizon@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I work at Columbia Distributing, where I've seen firsthand the impact that rising costs, labor shortages, and supply chain disruptions have had on Oregon's beverage industry. That's why I'm urging you to oppose any increase in taxes on beer, wine, and cider.

This industry is still recovering from the pandemic, and many businesses are struggling to stay afloat. Consumers are already paying higher prices for their favorite local beverages, and a tax increase will only make things worse, driving away demand and putting even more pressure on local producers.

While substance abuse is a serious issue, raising alcohol taxes **won't** address it.

The Oregon Health Authority has mismanaged millions of dollars meant for substance use disorder programs. Before considering any tax increases, we need an audit to ensure existing funds are used responsibly.

Please support Oregon's beverage industry by voting against any tax increase!

Cheers,

Erika Dizon
Video Content Creator | Learning & Development |
Columbia Distributing
Wilsonville, Oregon | [redacted]
Work: [redacted] | Cell: [redacted] |
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From: Matt Lyon
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:49:40 AM

> You don't often get email from matt.lyon@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to express my opposition to the proposed increase in alcohol taxes in Oregon. Our local beverage industry, which generates over $11 billion in economic activity and supports 100,000 jobs, has already faced significant challenges. From rising costs to natural disasters, these businesses are struggling to recover. Increasing taxes will hurt not only businesses but also consumers, who are already paying higher prices for their favorite local products. This tax increase is ill-timed and would stifle growth in an industry vital to Oregon's economy.

Substance abuse is a serious issue, but raising alcohol taxes won't solve it. The Oregon Health Authority has received ample funding for addiction recovery programs, but there is little accountability for how those funds are spent. Instead of raising taxes, let's focus on ensuring that existing funds are used effectively.

I urge you to oppose any increase in alcohol taxes and protect Oregon's beverage industry.

Thank you,

Matt Lyon

Director of Sales – Eastern Oregon
Office: [redacted]
Cell: [redacted]

From: Ina Skidmore
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:43:36 AM

You don't often get email from ina.skidmore@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing as one of the 1,400+ Oregonians employed by Columbia Distributing to express my strong opposition to raising beer, wine, and cider taxes. Our industry is still reeling from a series of challenges, including rising ingredient costs, supply chain disruptions, labor shortages, and the lingering effects of the pandemic. Increasing taxes now would jeopardize the recovery of many small businesses and threaten jobs.

In addition to impacting businesses, this tax increase would hurt consumers, who are already paying higher prices for their favorite local beverages. Further increases may push them to choose cheaper alternatives, putting even more strain on Oregon's craft beverage producers.

Substance abuse is a serious issue in Oregon, but raising alcohol taxes won't address the core problem. Only 3% of alcohol tax revenue currently goes to substance use disorder programs, and the Oregon Health Authority has failed to account for millions of dollars already allocated to these services. Instead of raising taxes, we should ensure the existing funds are used effectively.

Please help protect the businesses that form the backbone of Oregon's economy and oppose any increase in alcohol taxes.

Sincerely,

Ina Skidmore
[redacted]
Portland, OR 97230

Thank you!

Ina Skidmore
HR Business Partner
Columbia Distributing
Mobile: [redacted]
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From: Brogan Murphy
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:43:16 AM

You don't often get email from brogan.murphy@coldist.com. Learn why this is important

Members of the HB3610 Task Force,

Oregon lacks accurate data on recovery services, and now we know the Oregon Health Authority has been actively withholding information. The OHA buried a 2021 study that didn't support their push for higher alcohol taxes. This level of dishonesty makes it clear we need real data and transparency, not manipulative tactics.

Oregon's alcohol industry is essential to our state's economic success. Our 400 breweries, 80 distributors, and 1,000 wineries support thousands of jobs, with 40,000 in the beer industry and 28,000 in the wine industry. Unfortunately, 3,000 beer-related and 12,000 wine-related jobs were lost due to COVID. Instead of raising taxes, we should focus on using the revenues from existing alcohol taxes more efficiently.

Please oppose any increase in alcohol taxes and support the continued economic contributions of this vital industry.

Sincerely,

Brogan Murphy
[redacted] Wilsonville, OR 97070

From: Yvette Clark
To: OLCC Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 11:43:13 AM
Attachments: HBTaskForce .pdf

You don't often get email from yvette@woodenheartfood.com. Learn why this is important

Cheers,
Yvette Clark
Owner, Event Coordinator
Wooden Heart
[redacted]
Dundee, OR 97115
www.woodenheartfood.com

WOODEN HEART
A BRICK OVEN KITCHEN

PLEASE NOTE:
Due to a high volume of catering inquiries for the 2024 season we can not guarantee booking dates without a paid deposit and signed contract or verbal confirmation directly from ownership (Yvette or Ryan). We appreciate your understanding while we process through catering submissions. We appreciate you keeping us busy!

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Yvette Clark
Owner

[redacted]
Dundee, OR 97115

From: JerMichael Riley
To: OLCC.Communications * OLCC
Cc: Adelle Adams; Rachael Banks
Subject: HB 3610 Written Comments
Date: Friday, September 27, 2024 12:28:57 PM
Attachments: Alcohol Pricing Task Force WRITTEN COMMENTS due by Sept. 27 (1).pdf

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You don't often get email from jermichael.riley@multco.us. Learn why this is important

Dear Task Force on Alcohol Pricing and Addiction Services,

The Multnomah County Health Department is pleased to offer comments in response to Oregon Liquor Control Commission's Task Force on Alcohol Pricing and Addiction Services (APTF) open public comment on HB 3610. Please see the attached document. Thank you.

JerMichael L. Riley, Ph.D.
Systems and Policy Liaison-Director's Office
Multnomah County Health Department
jermichael.riley@multco.us
Mon-Fri, 8a.m.-5p.m.
Pronouns: he/him
Click here to learn why pronouns matter
Cell phone: [redacted]

This email was encrypted for your privacy and security

Health Department

Multnomah County

September 25, 2024

Re: HB 3610 Comments

Dear Task Force on Alcohol Pricing and Addiction Services,

Multnomah County Health Department is pleased to offer the following comments in response to Oregon Liquor Control Commission's Task Force on Alcohol Pricing and Addiction Services (APTF) open public comment on HB 3610.

The Public Health Issue

Excessive alcohol use remains the third leading cause of preventable death among Oregonians and is responsible for over 2,000 deaths annually. In the first year of the COVID-19 pandemic (2020), Oregon saw a 21% increase in deaths directly attributed to alcohol compared to the previous year. The impact and burden of chronic disease, including those related to alcohol and other substances, are significant, and primary prevention remains underfunded. Excessive alcohol use has serious consequences for public health. It can lead to significant problems including liver disease, diabetes, cancer, alcohol dependence, injuries from motor vehicle crashes and violence. Excessive alcohol use also has significant impacts on behavioral health, as it can cause or exacerbate depression, escalate anxiety and panic, and cause an increase in impulsive behavior. Conversely, consuming less alcohol lowers a person's risk for injuries and for developing a chronic disease. Drinking less alcohol also helps people manage existing chronic diseases, including liver disease, cancers and alcohol dependence.[1] The National Institute of Alcohol Abuse and Alcoholism determined in 2018 that Oregon was fifteenth in the nation for per capita alcohol consumption.[2]

Impact on Higher Alcohol Prices and Consumption

The Community Preventive Services Task Force (CPSTF) recommends increasing the unit price of alcohol by raising taxes to reduce excessive alcohol consumption and related harms. These revenues should be aimed at culturally responsive, trauma-informed evidence-based and emerging prevention strategies. Additionally, these funds could bolster sobering and recovery services agencies, which are currently grappling with workforce shortages, to ensure they can effectively meet the needs of our communities. Public health effects are expected to be proportional to the size of the tax increase.

- Beer consumption: -0.50, which means beer consumption would be expected to decrease 5% for every 10% increase in price.
- Wine consumption: -0.64, which means wine consumption would be expected to decrease 6.4% for every 10% increase in price.
- Spirits consumption: -0.79, which means spirits consumption would be expected to decrease 7.9% for every 10% increase in price.
- Total alcohol (ethanol) consumption: -0.77, which means total alcohol

[1] "Excessive Alcohol Use." *Oregon Health Authority : Home : Excessive Alcohol Use : State of Oregon*, www.oregon.gov/oha/ph/preventionwellness/excessivealcoholuse/pages/index.aspx. Accessed 26 May 2023.
[2] *OHA Alcohol Harms Interim Report Final - Oregon Recovers*, 20 Jan. 2021, www.oregonrecovers.org/wp-content/uploads/2021/02/OHA-Alcohol-Harms-Interim-Report_FINAL.pdf.

[redacted] Portland, OR 97204 Phone: [redacted]

consumption would be expected to decrease 7.7% for every 10% increase in price.[3]

Recommendation:
Our recommendation to the Task Force on Alcohol Pricing and Addiction Services are:

1. A point-of-sale tax – indexed annually to inflation – on beer, wine, and cider that will raise enough money for a meaningful investment in addiction primary prevention for local public health (referencing ORS 431.144) and tribal health, as well as youth treatment and recovery services, recognizing that these programs are not currently funded and are desperately needed; and
2. A state agency collect baseline data and data over time to determine the impact of the new tax on consumption and issue a report of its findings every four years

Alcohol excise taxes affect the price of alcohol, and are intended to reduce alcohol-related harms, raise revenue, or both. Alcohol taxes are implemented at the state and federal level, and are beverage-specific. These taxes are usually based on the amount of beverage purchased (not on the sales price), so their effects can erode over time due to inflation if they are not adjusted regularly.[4]

Research shows that higher prices on alcohol, often through increased taxes, can lead to less excessive consumption, which in turn reduces a range of alcohol-related harms such as violence, motor vehicle injuries and liver cirrhosis.[5]

We appreciate the opportunity to provide comments and recommendations on this very important public health issue.

Thank you for your consideration of these comments.



Rachael Banks, MPA
Director, Multnomah County Health Department

[3] Guide to Community Preventive Services. Task Force Recommends Increasing Alcohol Taxes to Prevent Excessive Alcohol Use and Other Harms. https://www.thecommunityguide.org/news/increased-alcohol-taxes-can-prevent-excessive-alcohol-use-and-other-harms.html. Page last updated: October 17, 2022.
[4] Guide to Community Preventive Services. Alcohol Excessive Consumption: Increasing Alcohol Taxes. https://www.thecommunityguide.org/findings/alcohol-excessive-consumption-increasing-alcohol-taxes.html. Page last updated: October 1, 2018.
[5] "Alcohol Taxes Only Cover Part of Excessive Drinking Costs." *SPH Alcohol Taxes Only Cover Part of Excessive Drinking Costs Comments*, 11 Sept. 2019, www.bu.edu/sph/news/articles/2019/alcohol-taxes-only-cover-fraction-of-costs-of-excessive-drinking/.

From: Tanya Zumach
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Friday, September 27, 2024 12:46:12 PM

You don't often get email from tanya@raptorridgewinery.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Tanya Zumach

Tanya Zumach, WSET 3
Director of Marketing & Membership

Raptor Ridge Winery
[redacted] *Newberg, Oregon 97132*
tanya@RaptorRidgeWinery.com

Main line: [redacted]
Club line/cell: [redacted]

From: Alex Fullerton
To: OLCC,Communications * OLCC
Subject: HB 3610
Date: Friday, September 27, 2024 12:20:34 PM

You don't often get email from alex@fullertonwines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Alex Fullerton
Winemaker
Fullerton Wines
alex@fullertonwines.com
[redacted]

From: Courtney Muns
To: OLCC.Communications * OLCC
Subject: HB3610 Comments
Date: Friday, September 27, 2024 12:16:03 PM
Attachments: image001.png
Importance: High

You don't often get email from courtneym@pelicanbrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,

Courtney Muns, General Manager – Siletz Bay
c: [redacted] | pelicanbrewing.com
[redacted]
Lincoln City, OR 97367

From: alyssum wright
To: OLCC.Communications * OLCC
Date: Friday, September 27, 2024 11:55:00 AM

You don't often get email from harleythehound@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

From: Makai Brusa
To: OLCC.Communications * OLCC
Subject: Public Comment period for HB 3610
Date: Friday, September 27, 2024 12:30:53 PM

You don't often get email from makaibrusa3@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon is home to over 10,000 foodservice locations and over 2,400 lodging establishments. Creating nearly 180,000 jobs and more than $14 billion in annual sales, hospitality is the second largest sector for the state. We're proud to stand with our hospitality partners in beer, wine and cider, which drive tourism and have helped put our state on the map.

Oregon's restaurants, brewpubs and tasting rooms are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer, wine and cider are a vital part of Oregon's economy and identity, and its hospitality sector needs the support of Oregon lawmakers. I oppose raising Oregon's beer and wine taxes or creating an alcohol sales tax and you should too.

Thank you,

Makai and Jen Brusa



Sent from my iPhone

From: jim@sevenbridgeswinery.com
To: OLCC.Communications * OLCC
Cc: "Lisa Carroll"
Subject: "HB 3610 Comments"
Date: Friday, September 27, 2024 2:22:31 PM

You don't often get email from jim@sevenbridgeswinery.com. Learn why this is important

Hello,

I am co-owner of a small winery in Portland, Oregon. We source grapes from the Columbia and Willamette Valley to make wine in an urban setting in Portland. We have been in business since 2008, but it is very difficult to run this business profitably. We employ seven people full and part time. Please consider the small businesses that will be impacted by any increase in alcohol taxes.

Cheers!

Jim Straus
Owner, Seven Bridges Winery
[redacted]

From: Kevin Caranna
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:15:55 PM
Attachments: image001.png

> You don't often get email from kevin.caranna@coldist.com. Learn why this is important

I am writing to you today to strongly oppose any new taxes on beer, wine and cider.

At Columbia Distributing we are extremely proud to provide over 1,400 family wage jobs here in the great state of Oregon. We are also very proud of the breweries, wineries and cideries that we get to distribute to the people across the state. We love our industry, and what we bring to the communities with sponsorships of Rodeos, concerts, sporting events and other special events. These special events are put on in partnership with our great Oregon breweries, wineries and cideries. They bring community events to life.

Adding new taxes to beer, wine and cider will have a negative impact on our industry. Current taxes generate plenty of money to help combat abuse and underage drinking. Less then 3% of the revenue generated from current taxes are going to help combat abuse issues. Higher taxes will not address substance abuse.

Last year I had the pleasure of speaking with former Senate Majority Leader Kate Lieber about this topic. We need to have better allocation of funds, the money is there, it just needs to be put to the right use. When OHA testifies that $72 million is unaccounted for, this does not justify raising taxes.

The long-term impact of more taxes on our industry with have an extreme negative impact on our industry including our Local Distributors, Breweries, Wineries and Cideries, especially business that are right here in Oregon. Please oppose any tax increases.

Thank You

Kevin Caranna
Regional General Manager
Eastern Oregon
Columbia Distributing
Office [redacted]
Cell [redacted]
www.coldist.com


Columbia
distributing
100
100% ACCOUNTABILITY.
0 EXCUSES.

From: Alex Holliday
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:16:31 PM

You don't often get email from awholliday@outlook.com. Learn why this is important

To the HB 3610 Task Force, and others whom it may concern,
I would like to contribute my voice in opposition to the proposed taxation of beer, cider, and wine in Oregon. I work for a large cider manufacturer in the state, and from what I have seen and heard regarding the proposed taxation, the price hike on consumers may very well push us out of business at some eventuality and, ergo, push me out of my livelihood. This may very well be the case for many working in the world of craft beer, wine, and cider.
Sincerely,
-Alexander Holliday

From: daelstun
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Friday, September 27, 2024 1:14:49 PM

You don't often get email from daelstun@gmail.com. Learn why this is important

HB 3610 task force and Oregon lawmakers,

As a full time employee in the great Oregon wine industry I am writing to urge you all to please consider an alternative source of funding for the state's addiction and recovery services. Whereas the state could use more funding in these recovery programs, HB 3610 puts local companies, especially wine producers at a stunning competitive disadvantage relative to our counterparts in other states and the global wine industry.

To be fair, any new taxes should be more transparent and put into place on all alcohol purchases and not targeted only at local businesses. The Oregon wine industry is one of the most visible and positive standard bearers for this state. Oregon wine represents this state and the care that goes into farming and creating a world class product in a way that very few sectors are capable of doing. Penalizing the wine industry and other related businesses that employ so many tax paying citizens here, especially at the present time, will force companies to close and people to lose their jobs. I would urge all legislators in Oregon and the OLCC to go back to the drawing board and vigorously oppose HB 3610 in every manner possible. This is a bad bill being proposed at the worst possible time.

--
Devon A. Elstun
daelstun@gmail.com

From: Leikam Brewing
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:26:46 PM

You don't often get email from info@leikambrewing.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an owner of Leikam Brewing in Portland and wanted to submit my comments about the potential plan for a tax increase. I am against this plan and do not feel like it would have a positive benefit. Gone are the days when new breweries were popping up all over Portland and it has been years since Portland has had packed beer festivals every few weeks in the summertime. This is not an industry where money is just flowing into the bank accounts.

Due to increased costs across the board it is harder than ever to sustain the business while also paying employees a fair wage. There is already a heavy inflow of invoices from regulatory agencies on top of the increased costs of general utilities and COGS invoices that need to be paid.

I agree that there needs to be more assistance with helping out the opioid epidemic. The Oregon Health Authority has already taken over one billion dollars in recent years to combat the issue. Yet, they have mismanaged the funds and records show they have lost track of $72 million for the substance use disorder programs. This is more than double what is paid by the Oregon brewery and wine taxes every two years. Instead of increasing costs for a struggling industry we should audit the OHA and find a way to effectively spend the money they already have. Increasing costs could cause more brewery and winery businesses to close down. Then there would be no taxes at all collected by those companies as well as the effect on the wellbeing of former employees and reduced tourism dollars.

This tax increase plan is not the way to help sustain an industry that is such a prominent identity for Oregon. Raising taxes without fixing the underlying problem of how the money is ultimately handled and spent is a way to distract and ignore the issue.

Thank you for your time
Theo Leikam

Leikam Brewing

--



From: Zach Smith
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:02:49 PM
Attachments: image001.png
image002.png

> You don't often get email from zach.smith@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I work for Columbia Distributing, the largest beverage wholesaler in the Pacific Northwest, and I oppose any proposed tax increase on beer, wine, and cider. These taxes would put an undue burden on an industry that is already struggling to recover from the pandemic.

We've faced rising ingredient costs, labor shortages, and severe supply chain disruptions. Many local breweries and cideries have been forced to close, and adding more taxes will only make it harder for the rest to survive.

In addition, higher taxes would hurt consumers, who are already paying more for their favorite beverages. This will drive demand down, creating a negative cycle that could seriously damage our local beverage industry.

Substance abuse is a critical issue, but raising alcohol taxes won't solve it. We need better accountability for the existing funds, especially given that the Oregon Health Authority has failed to account for $72 million in spending. It's time to audit the OHA and ensure funds are used wisely before considering any new taxes.

Please protect Oregon's beverage industry by voting against any tax increase.

Sincerely,

Thanks,
Zach Smith
Human Resources Coordinator l Human Resources
Columbia Distributing
Office: [redacted]
www.coldist.com l We're Hiring!
Join us on Facebook and Instagram for fresh brews, beverage news, and community events!

From: Aaron Sarnoff-Wood
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:00:37 PM

You don't often get email from aaron@2townsciderhouse.com. Learn why this is important

Dear Task Force Members and Members of the Oregon Legislature,

I am writing as a member of the HB3610 task force and as a small business owner to express my strong opposition to the proposed alcohol sales tax in Oregon. The tax proposal is ostensibly to fund addiction recovery services, specifically youth prevention and education programs. While addressing addiction is undoubtedly important, the proposed tax is misguided and based on faulty premises, ultimately risking significant harm to the state's vibrant alcohol industry which currently accounts for over $17 billion in annual economic activity for the state of Oregon.

Economic Challenges Facing the Alcohol Industry

The alcohol industry in Oregon, particularly the craft beer and wine sectors, has been a cornerstone of the state's economy and culture. However, this industry just faced unprecedented challenges in recent years. The COVID-19 pandemic severely disrupted operations, leading to temporary closures, loss of revenue, and a prolonged period of recovery that many small businesses have yet to overcome. Labor shortages, inflation, and supply chain interruptions only compounded these difficulties, making it increasingly difficult for businesses to stay afloat.

Natural disasters, such as wildfires, further exacerbated these issues, causing additional financial strain on already struggling businesses. The proposed sales tax imposes an additional burden on an Oregon industry that is already paying a higher percentage of revenue in total taxes (39% total tax burden) compared to the national average (34% total tax burden) resulting from Oregon’s already high business taxes. Craft alcohol producers operate on thin margins and increased taxes would lead to additional closures, job losses, and a decline in the very cultural fabric that makes Oregon unique.

Oregon's Existing Funding and Mismanagement by the Oregon Health Authority

Oregon is one of the best-funded states in the nation on a per capita basis for addiction recovery services. Despite this, the Oregon Health Authority (OHA) has done a shockingly poor job of managing these funds. The OHA has failed to account for 7.4% of all recovery spending between 2021-2023 ($72 million)—money that could have been used to support those in need. Additionally, large sums of already allocated funds exist in excess of $139

million from M110 which the OHA has been unable to distribute due to bureaucratic incompetence. This does not include the additional $600 million in available recovery funds resulting from the recent opioid settlement for which the OHA has yet to announce their spending plan nor information on the accrued interest from the combined sums of cash on hand. This glaring mismanagement raises serious questions about the agency's ability to effectively utilize additional funds, should they become available through increased taxes. The state is awash in new available resources totalling nearly $1 billion dollars from which youth prevention and recovery services could easily be funded if OHA actually found this to be a priority.

Moreover, the OHA consistently fails to track crucial data, such as the number of recovery patients in the state, the occupancy rates of recovery beds, the quantity of patients waiting for treatment, or where capacity is most strained. Without this most basic information, it is impossible to determine whether additional resources are even necessary, let alone how they should be allocated.

Misrepresentation of Data and Suppression of Contradictory Evidence

Proponents of the tax increase have relied on data that is, at best, misleading. The OHA has claimed that taxes alone will cause large reductions in excessive consumption resulting in benefits to public health. However, OHA’s own research contradicts this belief and the state’s top economist, Mazen Malik dubbed OHA’s insistence to this effect as “wishful thinking” during task force testimony. Ultimately, in an effort to advance their political objectives, the OHA hid taxpayer funded research from the public in collaboration with Mike Marshall of Oregon Recovers and lied to lawmakers and task force members as to their motives for doing so as OHA emails later revealed. OHA falsely claimed that alcohol consumption is on the rise, justifying the need for increased taxation to curb this trend. The reality is quite different. Consumption of beer and wine has been in decline for over a decade according to state tax records, and overall alcohol consumption is not increasing as the OHA suggests. Only consumption of state controlled spirits grew in the last ten years prompting the state to green light an $150 million taxpayer funded expansion project of state liquor distribution services which are projected to nearly double spirits consumption. Promoting beer and wine taxes to curb consumption while simultaneously spending tax dollars growing spirits sales highlights incongruous planning and coordination reading less like an effort to reduce overall consumption and more like an effort to suppress private business in favor of state owned enterprises. Even more strikingly, alcohol consumption among youth has decreased by 50% in the past 10 years and is now at its lowest rate recorded in this state. This is in direct contrast to the stated justification for levying the new alcohol sales tax, as the resulting revenues are proposed to be earmarked for youth prevention and education programs. These facts directly contradict the narrative being pushed by tax advocates, who appear more interested in justifying a tax than in addressing an actual problem. The combined misrepresentation of data with the lack of transparency

and honesty is deeply troubling and undermines the credibility of the arguments in favor of a tax increase.

Lack of a Clear Plan for Additional Revenues

Perhaps most concerning is the fact that recovery advocates have not presented a clear plan for how the additional tax revenues would be used. There is no explanation of what specific programs or initiatives would be funded, nor any analysis of the effectiveness of current spending or existing programs. The OHA has not even conducted a basic catalog of what curricula are currently in use for youth prevention and education services. The proposal for alcohol tax funding to be directed to youth prevention and education was only introduced in the 11th hour of the task force after the earlier justification for levying new taxes which directed funds for increased recovery bed capacity fell flat. Data shows that recovery bed capacity issues are not due to a lack of funding, but rather are related to structural inequities in recovery provider preference of higher paying privately insured patients compared to the low reimbursement rates of patients on Medicaid. And so, after eight months of task force meetings, the tax proposal shifted from funding new recovery beds to youth prevention and education in the second to last informative meeting. This lack of planning suggests that the push for increased taxes is not rooted in a well-considered strategy to address addiction but is instead a reactionary measure driven by a desire to “tax alcohol out of existence” as was the stated objective of Oregon Recovers’ Mike Marshall, a key architect of the HB3610 task force as well as this and past alcohol tax proposals. Mr. Marshall was removed from the task force by the Governor due to his inappropriate behavior toward a recently deceased industry member. This is one example of a pattern of behavior emanating from Oregon Recovers that is extreme in nature and damaging to the addiction recovery dialog.

Conclusion

The proposed increase in alcohol taxes is based on misrepresented data, will further strain an already struggling industry, and is unlikely to result in meaningful improvements in addiction recovery services due to the demonstrated incompetence of the Oregon Health Authority. Rather than imposing additional burdens on small businesses, the state needs to focus on ensuring that plentiful existing funds are managed effectively and that any new initiatives are based on accurate data and a clear, evidence-based plan.

I urge lawmakers to reject this sales tax and consider more effective, fair, and transparent ways to support addiction recovery in Oregon.

Sincerely,
Aaron Sarnoff-Wood
HB3610 Task Force Member & Co-Founder of 2 Towns Ciderhouse

Aaron Sarnoff-Wood
Co-Founder / VP of Sales

2 Towns Ciderhouse
[redacted]
Corvallis, OR 97333

Office: [redacted]
Cell: [redacted]

Aaron@2TownsCiderhouse.com
www.2TownsCiderhouse.com

From: Lisa Mullin
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:52:35 PM

You don't often get email from lisa.mullin@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am writing to voice my opposition to the proposed increase in alcohol taxes in Oregon. This industry has faced enough challenges in recent years, including inflation, employee shortages, and natural disasters. Further taxing these businesses would be detrimental to their survival and the Oregon economy.

Our state's beverage alcohol industry contributes more than $11 billion in economic activity and employs over 100,000 people. Raising taxes would only make it harder for these businesses to thrive, putting jobs and communities at risk.

Moreover, raising alcohol taxes won't solve Oregon's substance abuse issues. The Oregon Health Authority already has significant funding for addiction recovery services, yet questions remain about its accountability and use of those funds. Before imposing additional taxes, we should focus on improving the management of current resources.

Please oppose any increase in alcohol taxes and support Oregon's local businesses.

Sincerely,

Lisa Mullin
[redacted]
Ontario, Oregon 97914

From: Mark Johnson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:47:52 PM

You don't often get email from mjohnson11.is@gmail.com. Learn why this is important

Dear OLCC

I am against the increase in taxes on alcohol and thereby increasing the price. While adding help for addiction and abuse, increasing taxes will hurt and harm the companies and people that make Oregon beer, wine, and spirits the best: the small companies creating amazing products for their customers and continuing to build connection in their communities as a place to gather.

Oregon is at it's best when small, homegrown companies are able to challenge Big Corporations, and need to be able to have a product that is not cost prohibitive.

Maybe we should look at the tax cuts for Big, NON-Oregon companies instead of crushing the small energetic, passionate Oregon-based companies.

Do better.

Mark

From: Kevin Kiker
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:31:39 PM

You don't often get email from westernkevin@gmail.com. Learn why this is important

I am writing to ask all involved to reconsider the tax increase for wineries in Oregon. There is not as much money in the wine business as one may think for small wineries. Between the decline in sales and visitation, equipment costs, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to survive. The last thing we need are more tax increases and some have even proposed eliminating the exemption on smaller wineries.

Thank you for your consideration
Kevin Kiker
Third Block Wines, LLC
Jefferson, Oregon

From: Valcan Cellars
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:27:04 PM

[You don't often get email from info.valcancellars@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

As a small, family-owned winery established in 1986, we are deeply concerned about the proposed wine tax increase. The wine market has struggled significantly over the past four years, both nationally and in Oregon. In 2020, devastating fires and smoke damage affected the vintage, while pandemic-related closures severely impacted sales channels, including many of our key outlets. As we work to recover, an additional tax could be crippling, not just for us but for countless small wineries across the state. We urge you to reconsider this proposal, as it could threaten the survival of family-owned businesses like ours.

We oppose raising Oregon’s wine privilege tax and encourage lawmakers to do the same

Warmly,
Valcan Cellars Team
Valcan Cellars | wine tasting room & shop

From: monique@nysavineyard.com
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:08:41 PM

You don't often get email from monique@nysavineyard.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

We are a small, family-owned winery and grower that are facing major challenges, along with our fellow wineries.. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Monique Bailey
Nysa Vineyard | [redacted] | Nysavineyard.com

From: Alex Bittner
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:06:59 PM

> You don't often get email from alex@pfriembeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at pFriem Family Brewers in Hood River, Oregon. I earn a real living wage and have benefits that include,dental, vision, health insurance that includes access to mental and addictive services that are the focus of the taskforce. The Taskforce did not seem to cover the fact that breweries like our company have smaller margins than retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products and if imposed could force our company to have to lose some of those benefits. Breweries already pay more in taxes per beer than 75% of other states including our neighboring states. I am proud to work at pFriem and our contribution to our community.

Please do not tax us out of our benefits!

--
ALEX BITTNER | SALES AND BUSINESS ANALYST
e | alex@pfriembeer.com
p | [redacted]
w | www.pfriembeer.com

From: Jamie Chianello
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 2:00:01 PM

You don't often get email from j.chianello@domaineserene.com. Learn why this is important

To Whom it May Concern,

I am writing on behalf of Domaine Serene Winery & Vineyards to express our strong opposition to the proposal to raise beer and wine taxes in Oregon established under House Bill 3610. As a member of our vibrant community and a supporter of our local wineries, I am deeply concerned about the potential repercussions of such a tax.

The wine industry is not only a cornerstone of Oregon's economy but also a vital part of our cultural identity. Imposing taxes on wine would place an undue burden on small businesses that are already navigating the challenges posed by rising operational costs, labor shortages, and supply chain issues. These businesses contribute significantly to local economies, provide jobs, and enhance tourism, drawing visitors from across the nation and beyond. Increasing taxes would diminish consumer spending, leading to a decline in sales that would hurt both wineries and the communities that rely on them. Our wineries offer more than just products; they provide unique experiences that foster community and connections.

Moreover, Oregon's land of viticulture is a unique treasure that deserves protection and support. Our vineyards are cultivated with care and dedication, embodying the hard work of generations of growers. Increasing taxes threatens to undermine this heritage by making it more difficult for local wineries to thrive and invest in their land. This could result in reduced agricultural activity, impacting not just wineries but also the broader agricultural ecosystem, including local farms and suppliers.

I urge the task force and our state legislature to consider the long-term effects of raising taxes. We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same. I believe that a thriving wine industry benefits all Oregonians. Thank you for considering our views on this important issue.

Jamie Chianello
Domaine Serene Vineyards & Winery
Director of Marketing
Direct: [redacted]
j.chianello@DomaineSerene.com

From: Greg Kendrick
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:46:40 PM
Attachments: HB3610.pdf

You don't often get email from gregk@kiwandahospitality.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 300 breweries help create 50,000 jobs, $2.8 billion in wages and $8.7 billion in economic activity for the state each year, but that's down from nearly 400 breweries before the pandemic. That's right, Oregon lost about 50 breweries, brewpubs and taprooms in the last two years. Draft beer is down nearly -30%, Oregon hop harvest is down -18% and craft beer is down at least -2.1%.

Oregon's breweries are facing major challenges. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters, a pandemic and record closures, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

Cheers,
Greg Kendrick

From: Ian Hutchings
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:35:16 PM

You don't often get email from ian@block15.com. Learn why this is important

Hello! I'm writing to you in regards to the proposed Task Force on Alcohol Pricing and Addiction Services, or HB 3610. I have been Block 15's COO for 3 years. We are a small brewery that has an impact in every county of this state, despite producing only 7,000 BBls of beer a year.

I understand the reasoning for and desire for increased funding towards these services, but I fear that this will boil down to a tax, either at the register or on units in distribution, that will badly and disproportionately affect smaller producers.

It is unfair to paint all breweries with the same brush. The money flowing through big breweries and what they can absorb is leaps and bounds above what your regular craft brewery can handle. Many of us, post pandemic, have been struggling to offer a value while cost of goods skyrocket, and people have to make more careful decisions with their money. This has left smaller producers trying to catch up to the economies of scale that AB Inv Bev, Tilray, etc can handle. We currently charge anywhere from $5 -$8 for a pint, depending on style, just to meet our margins from 4 years ago. We've taken hits in every facet of our bottom line trying to battle these rising costs and extra asks.

Please do not hurt small businesses by adding another tax that will be passed on to the customer. Please support restaurants and small breweries as they are essential to the fabric of what drives Oregon tourism and identity.

Cheers,
Ian Hutchings
Block 15 Brewing Company
COO [redacted]

From: Jason Alderman
To: OLCC,Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 1:34:21 PM

You don't often get email from jason@homefermenter.com. Learn why this is important

My name is Jason Alderman and I am the president of Home Fermentation, Inc that operates Home Fermenter, a home fermentation supply shop in Eugene, Oregon. I'm also a lifelong Oregonian and love our state. In the last 45 years, Home Fermenter has provided guidance and education to customers that have gone pro in the beverage industry or desire to go pro in their area of the fermentation arts. I personally have provided this guidance in the last 10 years. I have seen customers come into our location with a dream and that have since earned world wide recognition for their craft that was dreamt up of in Oregon State.

For the last 5 years I have seen prices increases in grains, yeast, bottles, cans, and general equipment. I have seen several home brew supply shops close that have been around for 20+ years due to the economic struggles. The oldest home brew supply shop in the Nation with 106 years is located in Portland, Oregon and was minutes away from going out of business just a few months ago. This shop had survived through prohibition but the current costs and changes in the industry almost closed it down. Our industry does not need another hurdle to overcome by increasing tax on our customer base.

I understand the challenges involved with the over consumption of alcoholic beverages. I have seen and dealt with hardships and ordeals from family and friends that have succumbed to addiction. I can honestly say that I myself was close to that moment. I do feel that it is not socially responsible to put 9% ABV in bold on the front of a beer can. These are the beverages that individuals that are facing challenges will reach for. I have seen people shop by ABV per Dollar ratios to make their purchasing decisions. An increase in tax is not going to change that behavior but will cause harm to our Oregon breweries, ciders, and wineries. An increase tax will harm this industry that has created so much world wide attention and recognition for our hard working Oregonians and will do little to help if any to those that need the help. I don't have the answers but believe a different approach should be taken rather than a tax increase.

I'd like to thank this committee for their time and research that they have spent on this issue. If you are in Eugene, Oregon I'd love the opportunity to discuss this topic more over a beverage at one of our world renown breweries in town.

Thank you,

Jason Alderman
Home Fermenter
[redacted]
Eugene, OR. 97401
[redacted]
www.homefermenter.com

From:	Myles VanWeerd
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Friday, September 27, 2024 1:20:20 PM

[You don't often get email from myles@block15.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

Greetings, my name is Myles VanWeerd and I am a delivery driver for Block 15 brewing and distribution in Corvallis Oregon.

I am emailing and commenting about the recent legislation proposal to increase alcohol tax tax in Oregon. In my current position, I deliver beer all throughout the northern, Central, eastern and southern Oregon. I am in direct contact with and meet local breweries and stores, taprooms, pubs, and bottle shops that all purchase our beer and the beer that we distribute.

Many of these local companies that I deliver to,(my current company included) would greatly suffer from an increase in alcohol tax and what makes a lot of these companies great is that them being a locally owned business, they can provide unique and exclusive beer and alcohol experiences that we can ONLY get in the Pacific Northwest.

With raised taxes, it will strain and push local businesses to the brink of closure as many of them do not have much if no overhead at all. Myself, and everybody that I work with, our livelihood is dependent on our current job and career. It won't only affect businesses, but individuals that work for those businesses. I understand that alcohol addiction is a very real and big issue. But this is not the way to tackle said problem.
Thank you

Myles.

From: Matt Van Wyk
To: OLCC.Communications * OLCC
Subject: HB 3610 comments
Date: Friday, September 27, 2024 1:28:46 PM

You don't often get email from matt@alesongbrewing.com. Learn why this is important

To whom it may concern,
My name is Matt Van Wyk and I am co-founder of Alesong Brewing and Blending in Eugene Oregon.
My company produces Barrel-aged beer, cider and wine and operates a full restaurant. We employee about 12 Oregonians and have been in business for 8 years. Prior to opening Alesong, I worked at another Oregon Brewery for 6 years, Oakshire Brewing, also in Eugene.

With the passage of House Bill 3610, I am very concerned that a tax increase on alcohol will have a very negative affect on than hundreds of manufacturers in the state. Not only that, but wholesalers and retailers will also be negatively affected.
Beer production has always been a very low margin business. There is much capital expense to operating them. Lately, costs of materials, labor, rent, and taxes have increased greatly. We are currently struggling to make the business viable. Raising taxes In Our state has the potential to shutter my business, and many like us.
I urge you to look hard at the causes of addiction and other drug and alcohol problems in our state. I'm confident it is not the $19/bottle beer at Alesong Brewing and Blending.

Please consider the economic impact and negative labor impact from raising taxes and forcing Oregon Breweries and adjacent businesses to close.

Thank you for your time.
Sincerely,
Matt Van Wyk
Alesong Brewing and Blending
Eugene Oregon

Matt Van Wyk
Founder, Alesong Brewing and Blending
Brewery: [redacted] Eugene OR 97405
Mailing: PO Box 23303, Eugene OR 97402
matt@alesongbrewing.com / alesongbrewing.com
[redacted]

From: Lee Stewart
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregon Youth re alcohol
Date: Friday, September 27, 2024 1:29:29 PM

You don't often get email from lrstew@me.com. Learn why this is important

Dear Task Force Members,

I am hugely disappointed that the Task Force on Alcohol Pricing and Addiction Services (HB 3610) had a year to study the issues concerning alcoholism and prevention but came up with no potential solutions. We are in the midst of an addiction crisis, with alcohol killing approximately 8 Oregonians a day. Taxpayers paid for experts to research the issues and devise a strategy to help ameliorate the problem. Yes, it is complicated, and no, there will not be a simple answer. However, we need to TRY SOMETHING! Oregon cannot afford to continue wasting resources when lives are at stake. Addiction is killing our state, and it is time to prioritize public health over corporate interests of the alcohol industry.

At the Alcohol Policy Summit in August hosted by Oregon Recovers, David Jernigan, an expert in alcohol policy, spoke about the effectiveness of pricing to curb drinking, particularly among youth and young adults, the population most at risk for developing an alcohol use disorder. Oregon has among the lowest taxes on beer and wine in the country. Not surprisingly, we also lead the country in alcoholism.

According to OHA, alcohol is the 3rd leading cause of preventable death and contributes significantly to the state's economic burden. Oregon loses billions in healthcare costs, lost productivity, and social services due to alcohol addiction. Current tax rates on alcohol are disproportionately low compared to the harm caused. Meanwhile, alcohol is Oregon's third-largest source of revenue, generating over $17 billion annually. It is appalling that only 3% of this revenue is reinvested in addiction prevention and treatment services

I urge you to please include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: Oregon Recovers recommends implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: OR proposes that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be

sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Significant Portion of the Revenue to **Education and Prevention**: A percentage of the revenue generated from increased alcohol taxes should be directed toward point-of-sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Please act NOW on behalf of the health and safety of Oregon youth!

Thank you,

Lee Stewart
Big Village Coalition member

From: Leona O"Keefe
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery Task Force On Alcohol Pricing and Addiction Services
Date: Friday, September 27, 2024 1:23:48 PM

You don't often get email from leonaokeefe@gmail.com. Learn why this is important

Dear Task Force Members,

I am writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, **the state reported Oregon related deaths have increased from six to eight a day** over the past four years.

I encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: Setting the tax on beer and wine at the same rate as cannabis reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point

of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

Leona O'Keefe, MD

From: Julie Carlson
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments: Supporting Oregonians in Recovery
Date: Friday, September 27, 2024 2:25:49 PM

You don't often get email from julieannecarlson.jc@gmail.com. Learn why this is important

Dear Task Force Members,

We are writing to encourage you to place Oregonians in Recovery above profit margins for alcohol manufacturers. As has been shared with you, polling shows broad public support for increasing beer and wine taxes, especially if the revenue generated is linked to increased access to treatment.

As you well know, the impact of alcohol consumption in Oregon is severe, with excessive use costing billions annually and contributing to numerous health issues. Data shows that alcohol is a leading cause of preventable death and contributes significantly to the state's economic burden. Current tax rates on alcohol are disproportionately low compared to the harm caused. In August 2024, Oregon Recovers hosted a summit with over 60 stakeholders, including state and local officials, health providers, and national experts. During that summit, **the state reported Oregon related deaths have increased from six to eight a day** over the past four years.

We would encourage you to include the following recommendations as the basis for your final report to the legislature:

1) Minimum Unit Pricing for Beer and Wine: We recommend implementing minimum unit pricing (MUP) for beer and wine. MUP is a proven public health strategy that sets a floor price for alcoholic beverages based on alcohol content, thereby reducing consumption and related harms. Expanding MUP to include beer and wine is crucial.

2) Percentage-Based Tax Collected at Point of Sale: The tax on alcohol should be a percentage of the price and collected at the point of sale. This method ensures that tax revenue scales with the price of alcohol and is a more effective way to manage consumption.

3) Equal Tax Rates for Alcohol and Cannabis: We propose that the tax on beer and wine be set at the same rate as cannabis. This parity reflects the comparable public health concerns and provides a consistent approach to substance taxation.

4) Sunset Additional Taxes Based on AUD Rate: Any additional taxes implemented should be sunset if the Substance Abuse and Mental Health Services Administration (SAMHSA) determines that the alcohol use disorder (AUD) rate falls below 5%. This ensures that taxes are responsive to public health improvements and do not place undue financial burdens on consumers.

5) Direct a Portion of the Revenue to Education and Prevention: A percentage of the revenue generated from increased alcohol taxes should be directed toward point of sale consumer education through the Oregon Liquor and Cannabis Commission (OLCC) and primary prevention programs managed by the Oregon Health Authority (OHA). This approach ensures that revenue is invested in both educating the public and preventing alcohol-related harm.

Thank you for your work on this task force.

From: Chancy Prowell
To: OLCC.Communications * OLCC
Subject: HB 3610 CommentsHB 3610 Comments
Date: Friday, September 27, 2024 2:48:31 PM
Attachments: image001.png

You don't often get email from chancy.prowell@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

As an employee of Columbia Distributing, I see the tremendous challenges that the beverage industry faces every day. I'm writing to urge you to oppose any increase in beer, wine, and cider taxes in Oregon. Our industry is already struggling with rising ingredient costs, labor shortages, and severe supply chain disruptions. A tax increase would only exacerbate these problems and hurt local businesses.

Many consumers are already paying higher prices for their favorite local beverages, and increasing taxes will further drive them away. This could result in significant damage to Oregon's craft beer, wine, and cider producers, who are integral to our state's economy.

While substance abuse is a real concern, raising alcohol taxes is not the solution. Only 3% of alcohol tax revenue is currently allocated to substance use disorder programs, and the Oregon Health Authority has been unable to account for $72 million in funding. We need an audit to ensure that existing funds are used responsibly before any new taxes are considered.

Please help protect Oregon's beverage industry by opposing any tax increase. This sector is vital to our state's economy and culture.

Sincerely,

Chancy Prowell
[redacted]
Salem, OR 97302
Office: [redacted]
www.coldist.com | We're Hiring!
Join us on Facebook and Instagram for fresh brews, beverage news, and community events!



From: michael n
To: OLCC.Communications * OLCC
Subject: HB 3610
Date: Friday, September 27, 2024 1:41:09 PM

You don't often get email from buckskin.2@hotmail.com. Learn why this is important

Dear Oregon Task Force or To Whom it may concern,

My name is Michael Neuman and I am a central Oregon resident plus a health care professional and with a hobby of being an avid home brewer since 1997 and would like to voice my concerns over the house bill HB3610. Being an Oregon resident, I should have the right to voice my opinion and hoping you would value my opinions and experience.

Being an avid homebrew, I enjoy tasting and visiting the different craft breweries that are available here in this beautiful state of Oregon and I would hope that they would be here to stay, when I travel around the state or even near my residents when I get the chance to go out I usually try and visit one of the local brew pubs to enjoy a meal and sampling the beer. Oregon beer and the wine industries are a point of pride for our state and I think the proposal to tax these industries to offset the cost of losses in the rehabilitation therapy would have a negative effect and would be unfair tax to Orgon breweries and distilleries, the economy has already has had a negative impact by some of them closing. This tax can potentially be extreme, driving the cost up on a pint a beer creating less sales and then having a negative impact on the Oregon industries, while other states will thrive. Oregon craft breweries draw tourist every year to our state, the tax potentially could have a negative impact on the draw of tourist as well. If the cost of a pint of beer goes up too high would probably stop or decrease being able to support the local craft breweries that I enjoy.

I would like to thank you for letting me voice my opinion and thank you for your hard work.

Sincerely,
Michael Neuman

Sent from Outlook

From: Tom Perrick
To: OLCC.Communications * OLCC
Subject: OR HB 3610 Comments
Date: Friday, September 27, 2024 1:53:51 PM
Attachments: ADSA Comment Letter - OR HB 3610 -Task Force on Alcohol Pricing.pdf

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You don't often get email from tom@americandistilledspirits.org. Learn why this is important

Thank you for including this Comment Letter in the record of the Task Force on Alcohol Pricing and Addiction Services (HB 3610).

--

Tom Perrick | National Director | State Government Affairs
tom@americandistilledspirits.org | [redacted]
American Distilled Spirits Alliance
www.americandistilledspirits.org

AMERICAN DISTILLED SPIRITS ALLIANCE

September 26, 2024

The Honorable Chair Tawna Sanchez
Members of the Task Force on Alcohol Pricing and Addiction Services
via email

RE: HB 3610 Comments

Dear Chair Sanchez and Members of the Task Force on Alcohol Pricing,

I am writing on behalf of the American Distilled Spirits Alliance (ADSA), a national group of industry leaders in manufacturing, importing, and marketing of distilled spirits and other beverage alcohol products. Our Alliance represents hundreds of well-known spirits, wine and beer brands and over 60% of all distilled spirits sales in the United States.

Our Oregon member companies are an integral part of the state's one-hundred distillery ecosystem that supports 19,000 jobs and $2 billion in economic activity for the state each year. ADSA members across the country join with Oregon's local distillers and other craft beverage alcohol makers in opposing task force member recommendations that would result in any tax increases on these homegrown businesses.

At a time when the Oregon hospitality and tourism industry is finally recovering from a series of economic shocks, lawmakers should be looking for every opportunity to support, not penalize, this sector. Whether levied in the retail price or added on at the point of purchase, many of the recommendations of task force members would result in higher alcohol prices and are sure to be viewed as an unpopular additional tax on consumers and constituents.

States often do not align tax revenue with a related social program. Oregon lawmakers, and voters, should demand that current tax collections from all recreational categories/products are prioritized towards and invested in addiction, treatment and prevention services. During the task force discussion, we learned that Oregon spends more on drug addiction recovery and prevention than 75% of other states, and that was before the recent influx of an additional $1 billion in addiction services funding.

Specific to alcohol, we also learned that alcohol tax revenue is the third largest source of funding for Oregon, yet the legislature allocates only 3% of alcohol tax revenue to mental health and addiction funding. Policymakers have an opportunity to review spending priorities before pursuing additional tax funding. Beverage alcohol should not be singled out for higher taxes when the State of Oregon supports more and more potentially addictive products that are not in the category of beverage alcohol.

While the distilled spirits industry fully supports evidence-based solutions to combat alcohol and other substance abuse, higher taxes and ever higher prices may not achieve this goal. Task force member recommendations to increase certain alcohol taxes will only serve to penalize responsible alcohol consumers and is blatantly regressive among household incomes.

INFO@AMERICANDISTILLEDSPIRITS.ORG
AMERICANDISTILLEDSPIRITS.ORG

Proponents of increasing alcohol taxes make a linear correlation between higher prices and lower consumption. The correlation is not always that clear. For example:

- The Oregon Health Authority found in its own *2021 Economic Analysis of Excessive Alcohol Consumption in Oregon* that '...higher beer, wine and cider taxes did little to reduce excessive drinking.'

- The Tax Foundation testified to the CO State Senate Finance Committee (4/8/24) that 'They [alcohol taxes] act as a mild deterrent to consumption but do almost nothing to address underlying issues linked to alcoholism.' Further, that ' The state could substantially increase its efforts on alcohol harm reduction by better directing the funds it already collects.'

- In a January 2001 *Alcohol Alert,* the National Institute on Alcohol Abuse and Alcoholism (NIAAA), the leading US federal agency on alcohol-related issues, stated in its research that 'the heaviest-drinking five-percent of drinkers do not reduce their consumption significantly in response to price increases, unlike drinkers who consume alcohol at lower levels.'

- A 2011 study funded by the NIAAA and researched by the Journal of Mental Health Policy stated 'Tax policies aimed to reduce alcohol-related health and social problems should consider whether they target the most harmful drinking behaviors'. Further, that 'Tax increases also appear to be less effective among the heaviest consumers who are associated with the highest risk.'

- A 2009 study by the Yale School of Public Health and jointly published with the National Bureau of Economic Research, *Sin Taxes: Do Heterogeneous Responses Undercut Their Value,* showed that 'heavy drinkers were not at all responsive to higher prices.' The study further concluded that '...higher alcohol taxes could not be justified based upon a public health or economic justification.'

Importantly, we note that alcohol pricing recommendations are submitted individually from members of the task force and that the task force, itself, did not reach consensus on any recommendations provided.

Sprits, beer, wine and cider are a vital part of Oregon's economy and identity. Alcoholic beverage producers need the support of Oregon lawmakers. Saddling Oregon businesses, employees, and responsible alcohol consumers with tax and price increases envisioned by many of the task force members' recommendations is not an effective solution to this otherwise well-intended and critical issue addressing a host of short- and long-term health risks.

Sincerely,

Tom Perrick
National Director - State Government Affairs
American Distilled Spirits Alliance

From: Danelle Romain
To: OLCC.Communications * OLCC
Cc: Mike Freese
Subject: 3610 Taskforce Comments
Date: Friday, September 27, 2024 3:53:22 PM
Attachments: AlcoholTaskforceTestimonyOBWDA09272024.pdf

> You don't often get email from dromain@rflawlobby.com. Learn why this is important

Attached please find public testimony on the 3610 Taskforce. Thank you.

ROMAIN R|F FREESE
LAWYERS & LOBBYISTS

T: [redacted] ● C: [redacted] ● rflawlobby.com

NOTICE: *This email may contain material that is confidential, privileged and/or attorney work product for the sole use of the intended recipient. Any unauthorized review, use, or distribution is prohibited and may be unlawful.*

September 27, 2024

Dear Members of the Alcohol Tax Taskforce,

OBWDA is a membership organization representing the majority of independent beer and wine distributed in the State of Oregon. Oregon's distributors employ over 3,000 Oregonians.

Alcohol taxes have proven to be ineffective in controlling problematic consumption, including excessive and teen drinking. If funding for substance use disorder (SUD) programs is a genuine priority, the legislature should allocate more than the current 3% of alcohol revenues to these programs. Budgets should reflect our values and commitments, and simply increasing taxes on struggling Oregon businesses will not yield the desired outcomes.

Context and References:

1. **Alcohol Pricing and Demand:** Data from EcoNorthwest and the Legislative Revenue Office indicates that alcohol demand is inelastic; taxes do not effectively reduce consumption. Therefore, we recommend utilizing existing tax and markup revenues to fund proven SUD programs rather than relying on ineffective taxation.

2. **Addiction Treatment and Accountability:** The Oregon Health Authority (OHA) has not demonstrated accountability regarding how funds are utilized. They lack essential data on behavioral health spending, recovery outcomes, and service gaps. This failure to measure success undermines the ask for additional resources. It is critical to understand what existing programs are achieving before proposing further financial investments.

Moreover, targeting specific alcohol categories will not resolve Oregon's broader drug crisis. Current trends indicate that alcohol sales are declining and that teen drinking rates are at historic lows.

3. **Resource Distribution:** Despite alcohol taxes being a significant revenue source, less than 3% is earmarked for mental health and addiction services. A reevaluation and reallocation of these funds toward proven SUD programs is a logical and necessary step forward. Improved coordination at the state level could also enhance access to federal matching funds, which we currently miss due to a fragmented approach.

4. **Funding Efficiency:** Oregon's SUD funding is among the highest in the nation per capita, yet we lack clarity on the effectiveness of these expenditures. Since 2021, funding has increased by over $1 billion, but we have little evidence to show for it. A thorough evaluation of existing programs is essential before committing additional resources.

5. **Public Education and Prevention:** The legislature should assess the effectiveness of mandated substance use disorder prevention programs in schools. Given the decline in teen drinking, it is essential to inventory existing curricula and seek efficiencies in prevention programs, potentially leveraging federal matches.

6. **Data Collection and Research:** A trusted third party must implement a comprehensive data collection strategy. This includes creating a real-time database of SUD treatment beds, tracking OHA spending, and auditing SUD programs to clarify where funds are being allocated. With 7.2% of OHA's SUD budget unaccounted for, a thorough audit is vital.

In closing, we urge the Taskforce to consider these recommendations seriously. By reallocating resources and enhancing accountability, we can address substance use disorders more effectively while supporting the vital role of beer, wine, and cider in Oregon's economy and culture.

Thank you for your time. We look forward to further discussions on how we can work together to achieve these important goals.

Sincerely,

-Danelle Romain & Mike Freese, Representing the Oregon Beer & Wine Distributors Association (OBWDA)

From: Dan Irvine
To: OLCC.Communications * OLCC
Subject: Don’t increase taxes on alcohol sales!
Date: Friday, September 27, 2024 3:38:39 PM

[You don't often get email from dan.r.irvine@gmail.com. Learn why this is important at https://aka.ms/LearnAboutSenderIdentification]

While I broadly support social services to support the most vulnerable in our communities, I’m appalled by the OHA’s inability to account for $72 million in expenditures and I do not support the increased tax revenue from alcohol sales until appropriate accountability and oversight can be maintained to make sure we are spending those tax dollars as intended.

Dan Irvine
[redacted]
Corvallis, OR 97333

From: Mike Bennett
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments in Opposition
Date: Friday, September 27, 2024 3:54:46 PM
Attachments: Comments on HB3610.pdf

You don't often get email from mjbennett69@gmail.com. Learn why this is important

I have attached comments to this email that I'd like entered into the record.

--
Mike Bennett
mjbennett69<at>gmail.com

Comments on
House Bill 3610
The Task Force on Alcohol Pricing and Addiction Services

Hello,

My name is Michael Bennett, I'm a retired brewer. I tell people that and they have thoughts of me standing over a big steaming vat while hoisting a pint of my latest batch. To them, it's all wizardry, drinking, and pulling in wads of cash. That can't be farther from the truth. If you're not the brewmaster or owner, it's a grunt work job. Don't get me wrong it's a great job. Part artistry, part science. But any grunt brewer spends most of their time cleaning and sanitizing equipment. I was a glorified janitor, and I made a janitor's wages. And that's after going to college to learn the art and science of it all. I still have student loans I'll never be able to pay off. In part, because brewing is hard back-breaking work. I can't pay because I "broke" my back in 2 places and of course the janitor's wages. With a broken back, I was useless in a brewery, or most any other job that paid above a minimum wage.

I tell you this because the industry is full of grunts like me. We make an OK living, but the margins are tight in the industry. The price of barley and hops continue to go up and inflation is killing our buying power. Breweries have had to raise prices to compensate and my brewer friends tell me they haven't seen their wages rising to match. These higher prices mean customers are buying less and making the industry as a whole less profitable. Breweries are closing their doors.

Alcohol in Oregon is a multi-billion dollar industry. Adding additional taxes to a pint or bottle of beer will cause more breweries to go out of business when customers can no longer afford their nightly tipple. That may seem like a good idea to some people. They see the effect of ever-increasing taxes on tobacco and see the correlation to fewer smokers. However, the taxation of marijuana has been a failure. Meant to legitimize the industry, the high tax rate only caused many growers to go back to ground. But now, rooting out the illegal from the legal business.

Lastly, I find the whole process behind this bill highly suspect. If I didn't hear of this from a friend, just an hour ago, you wouldn't be reading this. **THREE** days for comments - long after the legislative session has ended, sounds like you're trying to do an end-run around the voters. Taxation without adequate representation has led to revolt before. So have attempts at prohibition. Raising taxes on alcohol may stop some from drinking, but addicts and those who can afford it will continue to seek out and obtain what they need. Oregon may become the land of bootleggers and rumrunners, something this state can hardly afford to tamp down on. It would probably become a laughingstock for the rest of the country.

If you're serious about this, bring it to a vote of the people. I have a feeling the voters will say NO, and you know it too. Otherwise, you wouldn't be trying to do an end-run. Instead, revise the kicker statute. This threshold han't been revised since it became law almost 30 years ago. There would be plenty of money if the current kicker could be used to fund this program.

Sincerely,

Michael Bennett

Eugene OR 97402

From: Richard Leglise
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:51:13 PM

You don't often get email from rleglise@gmail.com. Learn why this is important

To whom it may concern,

I am a professional brewer of 13+ years in Oregon and Japan. I am currently navigating the challenges of opening my own brewery in Oregon. Working through the financial picture of the operation has revealed to me just how difficult making it in this industry is today. For this reason, I offer my opinion on the increase in taxes on alcohol proposed by the HB 3610:

After spending the last 5 years brewing in Japan, I got to see first hand how the impact of taxes imposed on alcohol affects the market and consumer choices. Beer in Japan is regularly sold at $16 per pint in breweries across the country. Despite excitement, funding, and innovation from Japan's craft brewers, the market has been extremely slow and reluctant to adopt the new types of products that have made Oregon beer famous worldwide. The biggest hurdle to the growth of craft beer in Japan is the shelf price. With low wages and high taxes, consumers do not see beer as an affordable way to spend their money like they have in Oregon for so many years.

Upon returning to Oregon last October, I was saddened to find the beer industry in a downturn. Increased costs of raw materials (due to the economic impact of the war in Ukraine, as far as I understand), increased inflation of the US dollar, higher prices of food, gas, & other necessities, and wage stagnation has caused consumers to leave Oregon breweries high and dry. The evidence? We continue to see world renowned Oregon breweries shutting their doors forever over and over again. Although the reasons for closure are many, difficult financial times is a common thread.

More evidence: with over 13 years of experience in the industry, I sought work for over 6 months and could not find an opportunity to match my experience in Oregon's beer industry. Every potential employer I spoke to was worried too much about the next month to be planning for success for the next 5 years. I see this as a symptom of

financial hardship and a consumer base that is unable to support the great breweries of Oregon. Finally, I have achieved my last resort: to try to open my own operation.

The extremely low margins we need to operate on and the lack of local market support means the costs and risks to open a new brewery have increased dramatically. With an industry that is already stagnating and struggling with current market trends, imposing additional taxes on alcoholic beverages will be kicking the beer industry when it's already down. If the goal of the OLCC is to see more world famous Oregon breweries close, this proposed tax will surely accomplish that goal. I fear that further challenges in the beer market will require me leaving the state to find employment in my area of expertise.

Thank you for your hard work on this important issue. Finding ways to fund addictions treatment in Oregon is a noble pursuit to be sure. Our most desperate citizens certainly need help tackling the challenges of substance abuse, and that help comes at a cost. Please do not cover those costs with this proposed tax; I fear that it will cause many Oregonians to lose their jobs and find themselves in the desperate situations this tax is promised to prevent.

If you require additional information or opinion from me on this issue, please do not hesitate to reach out.

Kind regards,

Richard Leglise

From: S K
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:50:21 PM

You don't often get email from skuenzi107@hotmail.com. Learn why this is important

Quit raising taxes on alcohol. Period.

The industry is getting killed as it is without taxes being increased.

Find a better way.

From: Denise Flora
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:42:28 PM
Attachments: Dear HB 3610 Task Force and Oregon Lawmakers - NF.docx

You don't often get email from dwflora@nativeflora.com. Learn why this is important

Please find my comments below and also attached:

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wineries and vineyards, which account for over 2600 businesses, help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There certainly appears to be adequate funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. Oregonians need a public health agency that is focused on overall addiction issues, including addressing problem drinkers, and not using funds to discourage drinking among responsible consumers.

The wine industry strongly supports responsible consumption and in fact the industry works hard to ensure adequate education on things like the signs of over consumption, best practices for managing it, etc. The fact is that "abuse or overuse" of MANY things exist in our society, alcohol being one. In fact, obesity is a huge issue facing Americans today and causing exorbitant health issues & costs across our society. It also affects far more citizens than other substances. Why not consider a tax on fast food or those large soft drinks sold throughout the industry and start addressing the broader addiction issue with the **right plans and resources** governing them.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Respectfully,

Denise Flora
Native Flora

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's wineries and vineyards, which account for over 2600 businesses, help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

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Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Respectfully,

Denise W. Flora

Denise Flora
Native Flora

From: sheri lozano
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:37:24 PM

You don't often get email from slozano@me.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down. Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes. There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million - more than 7% of what it spent on SUD programs in 2021- 2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers. Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map. I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,

Kindly,
Sheri

From: Jeffrey Christian
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:29:39 PM

You don't often get email from jeffrey.christian@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I am an employee at Columbia Distributing, the largest beverage wholesaler in the Pacific Northwest, and I oppose any proposed tax increase on beer, wine, and cider. These taxes would put undue strain on an industry that has already faced significant difficulties, from supply chain disruptions and ingredient price hikes to labor shortages and closures of local breweries.

The pandemic hit our industry hard, and many businesses are still struggling to recover. Adding more taxes at this moment will hurt these businesses even more, drive consumers away, and risk long-term damage to our local beverage economy.

Oregon's substance abuse issue is important, but raising taxes on alcohol won't solve it. The Oregon Health Authority has shown inefficiency in managing funds for substance use disorder (SUD) programs. With millions of dollars unaccounted for, it's clear that we need a full audit of how current funds are being spent before considering any new tax increases.

Please consider the impact on Oregon's $17 billion beverage industry and its thousands of workers. I urge you to vote against any tax increase on beer, wine, and cider.

Sincerely,

Jeff Christian

[redacted]
Salem, OR 97301

From: Diane Simpson
To: OLCC.Communications * OLCC; Sen Sollman
Cc: Tony Rynders
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:21:03 PM

You don't often get email from diane@tendrilwines.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

My husband and I own a small custom crush facility, winery and vineyard in the Willamette Valley. Our first vintage was in 2008. We appreciate the small producer wine credit and limited taxation by the State of Oregon on the wine that we produce. The limited taxation helps us to be able to provide a living wage to our two full-time employees, competitive wages for our part-time employees and harvest interns.

Over the past few years we have had to navigate how to remain profitable when we couldn't have visitors during the COVID years, a dramatic decrease in visitors and sales due to a struggling economy, smoke taint due to wildfires, major increases in the cost of goods, supply chain issues, an increase in employee related taxes due to measures already passed by the State, such as paid family leave, and the astronomical cost of health insurance.

We need the support of our elected officials to oppose an increase in our taxes, especially to fund programs that appear to already have adequate funding. Shouldn't there be a focus on the fact that the Oregon Health Authority cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted, as presented to the task force? That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. How does that even happen that a State agency can't account for $72 million? The focus should not be on alcohol addiction and prevention of addiction, or discouraging dring if the agency in charge can't manage already allocated funds.

Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. In addition, the Oregon Health Authority needs to be held accountable for funds it receives before it receives more, from any source. More importantly those funds need to be distributed in the proper places so that the funds actually make a difference.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

My husband and I need the help of our elected officials to oppose a privilege tax increase so that we can stay in business. Businesses that provide a livelihood not only for us and our children but that of our employees and their families. Please keep Oregon a good place to have a small business, especially family owned and operated ones.

I oppose raising Oregon’s wine privilege tax and encourage lawmakers to do the same. Thank you for your time and consideration in this matter.

Regards,

Diane Simpson
co-owner Tendril Wine Cellars/Tour de Force Wine Company
diane@tendrilwines.com
[redacted]

Data and some content included in this letter provided by the Oregon Winegrower's Association.

From: Jess Hardie
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:19:03 PM

You don't often get email from jess@tpkbrewing.com. Learn why this is important

Hello,

Chiming in here as a small business owner in our first year of operations, things are already stretched thin in the beer industry. We're a majority queer/ BIPOC owned brewery that set out to make tabletop gaming more accessible to communities that are historically not welcomed in that space and really just be a neighborhood living room. Not only that but we set out to give a space for craft beer lovers and story tellers alike to be employed here doing what they love while making a living wage. All our team members are paid $30 plus tips, full benefits (for themselves and family members), PTO, wellness days. This is hard as is, which leads to our owners pay being non existent but hey it's our dream and they are helping make it work, they more than deserve it and we're hoping we'll be able to pay ourselves in our second year of operations *fingers crossed*. Raising the beer tax will not only hurt us in our goals but based on what im seeing, doesn't even tackle the heart of what really needs to change in order to accomplish its proposed goals.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, OHA presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.
Beer is a vital part of Oregon's economy and identity, and its brewers need the support of Oregon lawmakers. I oppose raising Oregon's beer taxes and you should too.

--
Jess Hardie
[redacted]
Jess@TPKBrewing.com

From:	Greg Astley
To:	OLCC.Communications * OLCC
Subject:	HB 3610 Comments
Date:	Friday, September 27, 2024 4:15:14 PM
Attachments:	image001.png 9-27-24 - ORLA testimony to HB 3610 Alcohol Task Force.docx

Please find testimony attached to this email for the HB 3610 Task Force on behalf of the Oregon Restaurant & Lodging Association.

Thank you –
Greg Astley

Greg Astley
Director of Government Affairs

Oregon Restaurant & Lodging Association
[redacted] | Wilsonville | Oregon 97070
Mobile: [redacted] | Direct line: [redacted] | Main Office: [redacted]
OregonRLA.org | Facebook: OregonRLA | LinkedIn: ORLA



ORLA testimony to Legislative Alcohol Task Force

May 16, 2024

Background

Members of the Task Force, for the record, my name is Greg Astley and I am the Director of Government Affairs for the Oregon Restaurant & Lodging Association. We represent almost 13,000 foodservice and lodging establishments across the state of Oregon. Our industry is the second largest private employer in the state behind health care with approximately 11% of the total workforce in Oregon.

As of December 2023, the Oregon Employment Department reports the Leisure and Hospitality workforce totals 208,700 with a total economic impact of over $13.8 billion in annual sales for Oregon. 97% of restaurants in Oregon have fewer than 50 employees.

Increased costs

Restaurants are the cornerstones of our communities; it's where people come together to eat, socialize, and enjoy the culture of the community. It's a place to celebrate birthdays and anniversaries, catch up with old friends or make lasting memories with a special someone.

The restaurant and lodging industry remains important for people wanting to enjoy new experiences in Oregon but it is an industry continuing to face real challenges.

Overhead continues to increase across the board whether it's the annual minimum wage hikes and other labor related expenses, rising inflation impacting food, rent, utilities and fuel costs or increasing swipe fees on credit card transactions. Finding employees is still a challenge for many operators who can tell you about the numerous times they have set up interviews to fill positions only to have prospective employees not show up at all.

None of this includes the challenges restaurants and lodging properties face from wildfires, ice storms and continued violence and vandalism against businesses.

Although customer counts and revenue are both up for some restaurants, profits are down. On average, restaurants have a profit margin of approximately 3-5%, meaning 95 cents of every dollar a restaurant takes in goes back into the people, food and place. But the increased costs and inflation have taken a heavy toll on those margins.

Conversations with restaurant owners recently reflect a growing trend: Managers and some tipped employees are taking home more money than owners as they struggle to contain costs and remain in business.

Impact of higher tax on restaurants, hotels

Increasing the tax on alcohol would be another obstacle to overcome for restaurants and lodging properties who serve alcohol to guests.

Visitors come to our great state to enjoy the incredible scenery, the unique attractions and enjoy our world-renowned food and beverages including craft beer, wine, cider and spirits. Oregon's reputation among foodies is well-known and well-deserved.

Adding another, unnecessary tax and expense will impact not only our ability to serve those guests and visitors but will significantly strain already tight budgets and may force some operators to close their doors.

In the last several years we have already lost hundreds of restaurants and lodging properties because of the pandemic and its lasting effects. Those who have managed to stay open are still struggling financially. In some cases, they are still paying off loans taken out to keep employees on the payroll and continue to serve loyal customers.

Already have enough money

We recognize Oregon has a substance use problem. But the solution is not more money, it's planning and prioritizing the care for those impacted by this issue.

Alcohol generates more than $17 billion in economic activity in Oregon and is still the third largest source of revenue for the state ($629 million). Yet only 3% of that revenue goes toward funding mental health and drug addiction recovery and treatment. The rest goes to the general fund.

If you want to help those affected by drug and alcohol addiction, you should recommend the legislature reallocate more to prevention, recovery and treatment rather than putting nearly all of it in the general fund.

Hundreds of millions of dollars are already available. We now need to work together to ensure these resources are utilized in a coordinated fashion on evidence-based treatments with accountability from providers.

Oregon's hospitality industry cares about its employees, its guests and the people who run the restaurants and lodging properties in our state, some of whom struggle with substance use and need help.

Instead of threatening their livelihood by increasing taxes on alcohol for money not needed, let's focus on prioritizing putting the money we already have toward proven methods of prevention, treatment and recovery with accountability.

Thank you.

Greg Astley

Director of Government Affairs

Oregon Restaurant & Lodging Association

From: Janis Pate
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:15:12 PM

You don't often get email from janis@arlyn.farm. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits and $8 billion in economic activity for the state each year, making Oregon a top wine producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Thank you,
Janis Pate
Farmer and owner, Arlyn

Arlyn is a solo-female-founded and owned micro winery that also produces nutrient dense proteins and food for our local community.

From: Anne Hubatch
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:11:58 PM

You don't often get email from helioterrawines@gmail.com. Learn why this is important

Dear OLCC,

House Bill 3610 would effectively decimate the craft beverage industry in Oregon. The Oregon Wine industry brings in BILLIONS of dollars in tourism revenue to the state every year. But, the industry is struggling. Nationally, wine sales are down over 20%. Many of us are relying more on local sales, and even that is falling short. At Helioterra, we are experiencing a significant downturn in tasting room traffic due to Portland's bad reputation in the media. We are already in a dire situation of survival. This bill would squash our small business oriented industry.

I urge you to PLEASE VOTE NO ON HB 3610.

Thank you for your consideration.

Anne Hubatch

photo

Anne Ebenreiter Hubatch
Proprietor/Winemaker, Helioterra Wines
Wine Enthusiast Future 40 Honoree - 2023
[redacted] | anne@helioterrawines.com
helioterrawines.com
[redacted] Portland, OR 97214

Thank you for supporting our woman owned and operated business.
Visit us in our tasting room Thursday - Saturdays or by appointment!
Book your private event with us!

From: Scott Flora
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:11:41 PM

You don't often get email from skflora@nativeflora.com. Learn why this is important

I'm an owner of two very different wine producing facilities, neither large, nor excessively profitable. For economic reasons alone, I oppose tax increases aimed at the alcohol industry.

But more importantly, the neo-prohibitionist movement in our country is continuing to gain traction with bills and legislation like this. Of stated concern, has been the underlying tenet that alcohol addiction is a leading cause of premature death of Oregonians. I agree. Any addiction, be it alcohol, meth, heroin, plastic surgery, exercise, etc., is usually counterproductive to one's health. So, if the intent is truly to go after industries causing detrimental impact to our populace, let's go after the number one killer in Oregon and the USA - obesity.

Our nation has somehow taken the attitude that food addiction, unhealthy choices and obesity are okay; and that calling out someone as obese is body-shaming. It's not. It's a statement of fact, and the health outcomes of being obese are medically documented. But because food is not seen as a "sin" product, like alcohol, it gets glossed over. There is no organized, local or national group with bad food in its sights.

So, let me make a counterproposal. Let's go after food addiction, unhealthy food choices, industries that pedal fast food, sugar laden drinks, and deep fried anything. That's what we should really be doing if we want to have a significant, impartial and meaningful impact on the health of our state.

I'm willing to bet that if "x" number of people die in Oregon from excessive alcohol consumption, that 5 or 10 times "x" people die from obesity driven disease. So, if the real intent is to protect Oregonians, then let's all go after the number one controllable killer. Let's tax soft drink companies, donut shops, fast food vendors - any business or industry selling nutritionally unhealthy products; they're more profitable, more responsible for skyrocketing healthcare costs, and more damaging to our populace.

But here's the rub. This isn't an impartial evaluation of industries adversely impacting the health of our citizens. It's a targeted attack on the alcohol industry by groups and individuals with a moral prejudice against all things alcohol. So, let's not hide behind false facts or misleading headlines. Let's tackle unhealthy industries supporting unhealthy consumption in a logical fashion. Alcohol isn't number one. It may not even be number two. Once you pass legislation targeting the leading premature killer of Oregonians, you can come talk to me about alcohol taxes and I'll be much more amenable.

-Scott Flora
-Missing Silo Wines
-Flora Vineyards and Winery

From: Tracy Copeland
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:07:27 PM

You don't often get email from tracy.copeland@coldist.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

I strongly oppose the proposal to increase alcohol taxes in Oregon. Our local beverage industry is grappling with rising costs, supply chain challenges, and labor shortages. Imposing higher taxes now will only further harm an industry that is vital to our economy.

This industry generates more than $11 billion in economic activity, sustains 100,000 jobs, and provides $5 billion in wages. Increasing taxes would threaten the livelihoods of many Oregonians who depend on these businesses for their income.

Furthermore, the argument that raising alcohol taxes will combat substance abuse is misguided. The Oregon Health Authority has received substantial funding for addiction services, but its handling of those funds has raised concerns. We need to ensure accountability before considering additional taxes.

I urge you to oppose this tax increase and protect the businesses that make Oregon great.

Sincerely,

Tracy Copeland
Supervisor|Delivery
Columbia Distrubuting
Lagrande Oregon
[redacted] (cell) | Tracy.copeland@coldist.com
www.coldist.com | We're Hiring

Join us on Facebook and Instagram for fresh brews, beverage news and community events!

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From: Ramsey Cox
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:02:11 PM

You don't often get email from cox.ramsey@gmail.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Legislators,

Beer, wine, cider and spirits are an essential part of Oregon's economy and identity, creating hundreds of thousands of good-paying jobs and more than $17 billion in economic activity for the state.

Oregon's breweries, wineries, cideries, distilleries, restaurants, bars and hospitality sector are facing major challenges with record closures rates and reduced sales. Between inflation on the cost of ingredients, supply chain issues, employee shortages, natural disasters and a pandemic, these local businesses need the support of lawmakers and the public to survive. The last thing any local business needs are tax increases or dishonest campaigns and coverups from the Oregon Health Authority to vilify an important sector to our state. OHA also cannot account for $72 million, 7% of its SUD spending from 2021-2023. We should not throw more money at this dysfunctional agency until there is accountability and a third-party audit.

Lawmakers should support Oregon's more than 300 breweries and taprooms, 1,000 wineries, 1,300 vineyards, 70 cideries, 100 distilleries, 10,000 restaurants and bars and the thousands of local farmers and suppliers that serve them by opposing tax increases on these already struggling businesses and customers, like me. I stand with the 74% of Oregonians who oppose increasing taxes on these homegrown businesses. Don't Tax My Drink.

Cheers,
Ramsey Cox

From: Rick Allen
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:55:32 PM

You don't often get email from rick@heaterallen.com. Learn why this is important

I am the founder of Heater Allen Brewing, a small brewer in McMinnville, and still own a portion of the business. I am also a wine lover, and living in McMinnville, I meet and talk to many winemakers. I have many thoughts about this subject, and I have a hard time organizing all of them in a coherent manner, so I think the best thing for me to do is provide a bunch of bullet points on the issues I see.

- The entire beer/wine/cider/seltzer taxation system needs overhauled. Some groups are irrationally favored, while others are punished. If small wine producers, get a break from taxation, maybe small breweries, cideries, etc should get them same benefit.

- Alcohol taxes should have some relationship to the alcohol in the beverage. Currently, a 4% ABV lager is taxed the same as a 9% ABV double IPA. I would think we would want to encourage lower alcohol beverages for those that choose to drink.

- Based on my experience, people with alcohol problems don't drink 4% lagers. They drink 9% double IPAs and fortified wines. In Czechia, most people drink beers with 3.5% to 5% alcohol. Their alcoholism rate is less than half of that in the United States. https://worldpopulationreview.com/country-rankings/alcoholism-by-country

- The Privilege Tax is a dumb way to raise revenue. The three-tier multiplier effectively hurts Breweries and consumers without raising nearly as much revenue as a tax at the cash register. Frankly, a tax that somewhat mirrored the current bottle deposit ($0.10/drink, though I would want to weight it by alcohol "units" – more alcohol in the drink, higher rate) would raise roughly nine times what the current privilege tax does.

- If taxes are exceptionally high, beware of unintended consequences, like people driving to Vancouver to buy beer and wine, or breweries leaving the State (it would probably take us several years, but we would certainly consider leaving), or consumers buying wine on-line from out of state. If wineries are required to pay privilege taxes like breweries, it would badly affect small wineries that rely on direct-to-consumer sales, as they would find themselves priced out of the market. The effect of heavy taxation would be devastating to many industries besides breweries and wineries, including hospitality, the State's second largest industry. Heavy taxation kills small producers - those that make Oregon special. If you look at states with high excise taxes, they have significantly fewer breweries per capita than Oregon. I'm not really interested in living in the West Coast's Alabama!

- Health care appears to be a black hole. It will suck up any and all money that is available, without providing better outcomes than are found in other countries spending significantly less. Maybe they need to rethink how they approach their task, rather than just asking for more money.

I'm happy to flesh out any of these items if you would like.

Cheers!

Richard Allen

From: Nancy Morrow
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:52:30 PM
Attachments: HB 3610 Comments from Bjornson Vineyard_09-27-2024.docx

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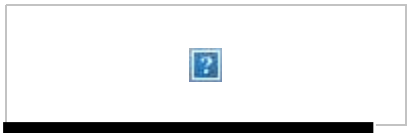
> You don't often get email from nancy@bjornsonwine.com. Learn why this is important

Please find comments on **HB 3610 Comments** in attached letter. Thank you.

All the best,
Nancy Morrow
General Manager / Wine Club Manager
[redacted]

Care for the Land | *Make Exceptional Wine* | Enjoy the Journey



[redacted]
Salem, OR 97304
[redacted] Tasting Room
http://bjornsonwine.com/

BJÖRNSON
VINEYARD

September 27, 2024

Dear HB 3610 Task Force and Oregon Lawmakers,

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits, and $8 billion in economic activity for the state each year, making Oregon a top wine-producing state. But since the pandemic, people are drinking less, and wine sales are down. Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues, and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

Our Personal Story: Bjornson Vineyard
As the founders of Bjornson Vineyard, we, Mark and Pattie Bjornson, have dedicated our lives to the Oregon wine industry. Since 2006, we have poured our hearts into cultivating our vineyard in the Eola-Amity Hills AVA. Our journey began with a dream to create a sustainable vineyard that produces exceptional wines while caring for the land and our community.

Our commitment to sustainable farming and renewable energy, along with our production of wines like Pinot Noir and Chardonnay, has made Bjornson Vineyard a cherished part of the local wine community. We have seen firsthand the impact that our vineyard has on the local economy and the joy it brings to visitors and wine enthusiasts alike.

The Importance of the Oregon Wine Industry
The Oregon wine industry is not just about producing world-class wines; it is a vital part of our state's economy and identity. The industry supports over 50,000 jobs and generates $8 billion in economic activity annually. It also attracts millions of tourists each year, contributing significantly to local economies and tax bases. The resilience and growth of our wine industry, even in the face of challenges like the pandemic and natural disasters, highlight its importance to Oregon's economic and cultural fabric.

Reallocating Existing Taxes
There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses.

Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

[redacted]
[redacted]
Salem, OR 97304
info@bjornsonwine.com
bjornsonwine.com

BJÖRNSON
VINEYARD

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world-class wines that have put Oregon on the map.
We oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Sincerely,

Mark and Pattie Bjornson
Björnson Vineyard

[redacted]
[redacted]
Salem, OR 97304
info@bjornsonwine.com
bjornsonwine.com

From: Kevin Shaw
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:51:03 PM
Attachments: Outlook-xbfhql2q.png

You don't often get email from kevin@buoybeer.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

My name is Kevin Shaw and I am the Director of Production at Buoy Beer Company in Astoria, OR. I have been at Buoy Beer since the company started in 2013 and have been in the craft beer business since 1996. All but 2.5 of those years have been in the state of Oregon. Over that time, I have built a successful career that has allowed me to advance in my position (from entry level production to upper management) and has paid me a real living wage including company paid vision, dental and health insurance that includes access to mental and addictive services that are the focus of the Taskforce.

In my almost 30 years in the craft beer industry, I have seen a lot of ups and downs and right now, we are in a particularly perilous position. In putting together HB 3610 the Taskforce did not seem to cover the fact that breweries like our company have smaller margins then retail or other revenue sources and that with supply chain and other costs of doing business continuing to rise, there is no room for further taxing our products. Like many other small breweries, Buoy Beer has been hit extremely hard the last few years. We have endured a global pandemic, a natural disaster that destroyed our building, rising component costs, supply chain issues, a shortage of qualified employees just to name a few. Breweries in Oregon already pay more in beer taxes then 75% of other states including our neighboring states. We are struggling to make ends meet and a beer tax increase would force us into a very difficult position and threaten our long-term survival.

Beer is not only a cornerstone of Oregon's economy but also a significant part of our cultural identity. Craft beer is something Oregon is known for and it's something we do exceptionally well. We should be very proud of the industry we have built from the ground up and for the opportunities it has provided me and countless others. The brewers, owners, farmers, front of house staff and numerous more behind this industry, including those at Buoy Beer Co, need your support now more than ever. I am urging you to oppose any proposed beer tax increases on the Oregon beer industry. Our long-term survival as well as many other breweries are depending on it.

Thanks you for your time and all of your hard work on this important issue. It is much appreciated. I am available should you have any questions or need further clarification.

My contact information is listed below and please reach out at any time.

Thanks,
Kevin

Kevin Shaw
Director of Production
[redacted]
Buoy Beer Company
Pilot House Distilling
River Barrel Distributing

From: Hannah Newell
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:36:00 PM

You don't often get email from h.newell@2townsciderhouse.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

The Pacific Northwest is home to the majority of America's cideries, thanks to its uniquely fertile environment, which supports an abundance of fruit like apples, pears, and berries. Cider has deep roots in Oregon, standing out as one of the state's original homegrown products. Remarkably, about half of Oregon's 60 cideries are women-owned, reflecting a strong commitment to diversity in the industry. As a woman working in fermentation and having lived across the country, I am deeply grateful for Oregon's rich agricultural offerings and the sense of equity that thrives here.

But Oregon cidermakers are facing major challenges. Between inflation on the cost of ingredients (100% increase in fruit juice prices!), supply chain issues, employee shortages, natural disasters, wildfires, and a pandemic, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, the Oregon Health Authority (OHA) presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from cider, beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Cider is a vital part of Oregon's economy and identity, and its cidermakers need the support of Oregon lawmakers. I oppose raising Oregon's cider taxes and you should too.

Cheers,
Hannah Newell

--

Hannah Newell (she/her)
Taproom Manager
2 Towns Ciderhouse
[redacted]
h.newell@2TownsCiderhouse.com
www.2TownsCiderhouse.com



From: Sam DeWitt
To: OLCC.Communications * OLCC
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 3:31:05 PM
Attachments: image001.png
Letter to OLCC regarding House Bill 3610_2024.09.27.pdf

> You don't often get email from sam@brewersassociation.org. Learn why this is important

Please find the attached letter from Brewers Association President & CEO Bob Pease on HB 3610.

Please let us know if there's anything else we can provide.

SAM DEWITT
State Government Affairs Director
Brewers Association | [redacted] | Boulder, CO 80302
[redacted] | BrewersAssociation.org
#SeekTheSeal. Learn more about the Independent Craft Brewer Seal.



Letter to OLCC regarding House Bill 3610

Dear HB 3610 Task Force and Oregon Lawmakers,

I write today with regard to House Bill 3610 and the task force appointed to research and implement potential tax increases on alcoholic beverages in the state of Oregon. My name is Bob Pease, President and CEO of the Brewers Association, a 501(c)6 national trade organization committed to promoting and protecting America's craft brewers, their beers, and the growing community of craft beer enthusiasts. I urge you to consider small and independent breweries, one of Oregon's backbone industries, before implementing a tax that will further hinder their ability to grow and succeed in an increasingly challenging marketplace.

Oregon is a leader nationally in the craft beer scene. The entire state has been blessed with skilled and innovative craft brewers who want to share their gifts and passions with the world. These artisans have won respect internationally for their beers and have been pioneers in building the craft beer movement into what it is today.

However, things have gotten rocky both nationally and in Oregon. Since the pandemic, sales are down, taproom visits are down, and supply costs – everything from hops and barley to aluminum and paperboard – are way up. It's no surprise our members feel as if they're under siege, being squeezed from every direction. Unfortunately, HB 3610 and the task force appointed, while having noble goals of rehabilitation services for Oregonians, misses the mark.

For starters, Oregon already taxes craft beer at higher rates than 75% of states in the country, including all its neighboring states, and the state has already sunk money into the problem without a solution, to the tune of nearly $1billion since 2021. Instead of adding more taxes to this equation, we believe figuring out where these programs have failed in the past several years should be the priority, both for this task force and for the state.

Additionally, price elasticity affects beer sales acutely, with each 1% of tax added dropping the demand by about 0.59%; a 5% increase would decrease demand by roughly 2.95%. Given the current market climate, any such drop in demand would be a death knell for small and independent craft brewers. These are small, locally owned businesses who employ your constituents with good-paying, good-benefit jobs.

[redacted] BOULDER COLORADO 80302 USA T: [redacted] BREWERSASSOCIATION.ORG

“Overall price inflation and the proliferation of choices within craft, coupled with lots of new competition in beverage alcohol, has clearly made some consumers think about price more in their purchasing decisions,” said Bart Watson, PhD, Brewers Association Chief Economist. “The simple version of those changes is that craft’s elasticity has likely gone up (i.e., price increases lead to bigger drops in demand than they did a few years ago). Brewers seem to inherently know that, which is why craft pricing went up less than overall beer pricing in the past few years, and why beer pricing went up less than overall food and beverage pricing.”

Brewers are cutting their already slim margins to make prices acceptable to consumers, but, at some point, they won’t be able to cut anymore. A significant tax increase will be harmful to their long-term outlook and ability to stay in business and result of more beer enjoyed in Oregon coming from out-of-state sources.
Beer is not only a cornerstone of Oregon’s economy but also a significant part of the state’s cultural identity. The brewers, owners, farmers, front of house staff and countless more behind this industry, need your support now more than ever. I urge you to oppose any tax increases on Oregon’s beer industry.

Sincerely,



Bob Pease
President & CEO
Brewers Association

From: Kim Silva
To: OLCC.Communications * OLCC
Cc: Christian Chandler
Subject: HB 3610 Comments
Date: Friday, September 27, 2024 4:56:33 PM

You don't often get email from kim@caelestiscellars.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

We are the owners of Caelestis Cellars, a micro-winery in Portland, established in 2020. We both work regular day jobs as we struggle to grow our winery into a viable business. We purchase equipment, supplies, and grapes from other small, family-owned Oregon businesses struggling to become viable businesses. Additional unfair taxes will hinder our ability to grow into a stable business that can contribute to our community and the state.

Oregon's more than 1,100 wineries and 1,500 vineyards help create 50,000 jobs, $2.4 billion in wages, 2.3 million tourist visits, and $8 billion in economic activity for the state each year, making Oregon a top wine-producing state. But since the pandemic people are drinking less and wine sales are down.

Oregon's largely small, family-owned wineries and growers are facing major challenges. Between the decline in sales and visitation to tasting rooms, rising employee expenses, natural disasters, supply chain issues, and increasing cost of goods, local wine businesses need the support of lawmakers to remain viable. And that means certainty and stability in our tax code, not more taxes.

There is ample funding available for addiction and recovery services due to recent investments. The Oregon Health Authority presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all that was budgeted. That missing $72 million is twice as much as what the state receives from wine and beer taxes per biennium. If additional substance use disorder funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund these programs before proposing tax increases on already struggling Oregon businesses. Also, Oregonians need a public health agency that is focused on addressing problem drinkers, not using funds to discourage drinking among moderate consumers.

Wine is a vital part of Oregon's economy and identity, and its wineries and growers need the support of Oregon lawmakers to continue making the world-class wines that have put Oregon on the map.

I oppose raising Oregon's wine privilege tax and encourage lawmakers to do the same.

Cheers,
Kim Silva & Christian Chandler
Owners
Caelestis Cellars
[redacted]
CaelestisCellars.com

Find us on Facebook and Instagram

Every day is a drink-the-good-wine day!



From: Garrett Dittfurth
To: OLCC.Communications * OLCC
Subject: HB-3610 Feedback
Date: Friday, September 27, 2024 4:54:06 PM

You don't often get email from blackedoutfriction@gmail.com. Learn why this is important

Good day,

As a response to this hare brained proposal I would like to offer feedback. The increase on tax is insane. It will kill many small breweries that help make Oregon Beervana. It will ruin our reputation within the national community and likely force many breweries to close. With that it will cost many well paying, good jobs, that will be impossible to replace as it will force thousands of people to leave the state to seek employment elsewhere.

Raising taxes on this scale will not curb drinking. Instead of drinking native Oregon beer it will force many to drink beer from out of state made by mass breweries. The tax money will just go out of state.

Thank you,
Garrett Dittfurth
Former brewer and cider maker and primary guy who did the taxes and ran finances so I know a little bit about this stuff.

From: Phil Donovan
To: OLCC.Communications * OLCC
Subject: Public Comment - Alcohol Pricing Task Force
Date: Friday, September 27, 2024 4:06:14 PM
Attachments: Public Comment - Task Force on Alcohol Pricing.pdf

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You don't often get email from phil@nwpublicaffairs.com. Learn why this is important

On behalf of Maletis Beverage, please accept the attached public comments before the 5:00 deadline. Thank you!

Phil Donovan

Maletis
BEVERAGE
Locally owned and operated since 1935

September 27, 2024

Task Force on Alcohol Pricing
9079 SE McLoughlin Blvd
Portland, OR 97222

Public Comment

To whom it concerns,

Maletis Beverage is a local, family-owned beverage distributor committed to providing the highest quality of service and products. Founded in 1935, Maletis Beverage employs over 500 of the finest people in the beverage industry. We proudly distribute domestic, craft, local and import beers as well as a world-renowned portfolio of cider, wine, champagne, sake, and an extensive portfolio of non-alcoholic products.

We write in opposition to increasing alcohol prices. Beer, wine, spirits and hospitality sectors have faced enormous challenges the past five years - first a pandemic, then employee shortages, and finally massive inflation. Unfortunately the result is that Oregon craft beer, wine and distilled spirit businesses are going out of business at rates we haven't seen in decades and people are losing their livelihoods. The last thing these local businesses and employees need are more government imposed hurdles to overcome.

Oregon is starting to turn a corner. Oregon's leaders are making good investments to clean up our streets, improve housing and grow the economy. Don't derail positive momentum by purposefully hurting an important part of Oregon's economy and identity. Oregon is world renowned for our beer and wine - let's support these sectors and not shoot them in the foot.

Sincerely,

Rob Maletis, Owner
Maletis Beverage

From: Dana Elliott
To: OLCC.Communications * OLCC
Subject: Save Our Industry
Date: Friday, September 27, 2024 4:59:40 PM

You don't often get email from d.elliott@2townsciderhouse.com. Learn why this is important

Dear HB 3610 Task Force and Oregon Lawmakers,

The Pacific Northwest is home to the vast majority of America's cideries because we're uniquely an area with an abundance of fruits, such as apples, pears and berries. Cider is truly one of Oregon's original homegrown products. And half of Oregon's roughly 60 cideries are women-owned businesses.

But Oregon cidermakers are facing major challenges. Between inflation on the cost of ingredients (100% increase in fruit juice prices!), supply chain issues, employee shortages, natural disasters, wildfires and a pandemic, our local businesses need the support of lawmakers to survive. And that means certainty and stability in our tax code, not more taxes.

Oregon, along with most states, has a fentanyl problem. But this is not because of alcohol or a lack of drug addiction and recovery funding, it's because of a lack of planning and accountability by the Oregon Health Authority and drug addiction service providers. Oregon spends more on drug addiction recovery and prevention than 75% of other states. And that was before passage of 2021's $470 million behavior health package, Measure 110's $300 million and $600 million from the opioid lawsuit settlement and the 2024 legislative investment of $211 million for housing, mental health and addiction services – far more than $1 billion in new funding. What's worse, the Oregon Health Authority (OHA) presented to the task force that it cannot account for $72 million – more than 7% of what it spent on SUD programs in 2021-2023, and it still hasn't even spent all of what was budgeted. That missing $72 million is twice as much as what the state receives from cider, beer and wine taxes per biennium.

Thanks to an ECONorthwest report commissioned by OHA, we know taxes are a proven ineffective tool to control problem consumption, including excessive or teen drinking. If SUD funding is a priority, the legislature should utilize more than just the existing 3% of alcohol revenues to fund SUD programs. Budgets are supposed to reflect values and priorities. OHA is not a trusted partner in this space – a third-party should audit OHA, which is squandering our taxpayer dollars, before proposing tax increases on already struggling Oregon businesses.

Cider is a vital part of Oregon's economy and identity, and its cidermakers need the support of Oregon lawmakers. I oppose raising Oregon's cider taxes and you should too.

Cheers,

Dana

Dana Elliott
2 Towns Ciderhouse

Sent from my iPhone