

January 19, 2011

Multnomah County Board of Commissioners
501 SE Hawthorne Blvd., Suite 600
Portland, OR 97214

Dear Sir/Madam

I am pleased to write this letter in support of the James Beard Public Market proposal to acquire and develop the Morrison Bridgehead Property for a year-round public market.

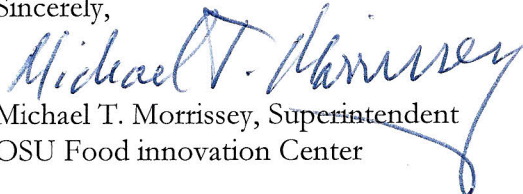
As Superintendent of the Oregon State University Food Innovation Center, I can attest to the great interest that the people from Multnomah County have in food and the culture that surrounds it. Portland has become well known over the years for its leadership in sustainability, food quality and entrepreneurship and fosters an expanding ring of businesses that center on food. Having a year round Public Market would allow Portland to showcase its local food production as well as continue to be a leader in regional promotion of foods and their products.

The Morrison Bridge Space is an ideal location for such an operation. It is highly visible to Oregonians and visitors to Portland, is close to the existing artisanal Saturday market, and is a natural gateway to downtown Portland. The space would provide new opportunities for local producers of farm products, as well as bring energy to an underutilized section of town.

I am involved professionally with helping food entrepreneurs develop new market opportunities throughout the region. I see the James Beard Public Market as a wonderful opportunity for this important group of small businesses to test the waters in new value-added products and develop their marketing skills. Oregon agriculture has an important impact of Oregon and represents 12% of the economy of the state. However, 80% of what Oregon produces leaves the state, often due to a lack of local markets. A public market would provide a wonderful occasion to sell more products to Portlanders and visitors to the city and provide new job opportunities that are always in need.

In short, a Public Market located close to downtown just makes darn good sense. I applaud the foresightedness and tenacity of Ron Paul and his colleagues in developing this project to bring a year round market to Portland that will have a major regional impact. I fully support this endeavor and if you have any questions, do not hesitate to contact me.

Sincerely,



Michael T. Morrissey, Superintendent
OSU Food innovation Center