

January 24, 2011  
Multnomah County Board of Commissioners  
501 SE Hawthorne Blvd., Suite 600  
Portland, OR 97214

Dear Commissioners,

I am the president of The Meadow, a locally-owned specialty food store located in North Portland, and I strongly support the creation of the James Beard Public Market at the Morrison Bridgehead. Public markets are a critical component of the local food ecosystem, allowing new and small producers to introduce their products to customers. Food is one of Portland's fastest growing industries, and the James Beard Public Market will become another wonderful destination for culinary tourists and help sustain our local food economy.

Public markets have played a crucial role in the development of many businesses in Portland, including our own. The Meadow started in Portland four and a half years ago as a small shop on North Mississippi Ave, and has since expanded to New York City, creating many local jobs along the way. Attending the Portland Farmer's Market on a seasonal basis was critically important to our expansion. We believe the James Beard Market will allow many other food producers to get their foot in the door and add to Portland's national reputation for great food. Many other businesses, including Ruby Jewel Scoops, now our neighbors here on North Mississippi, and Sahagun Chocolates, one of our most popular brands in Portland and New York, have also gotten their start at local food markets.

Over the last four years, we have watched Portland become a national destination for people interested in food. Visitors from around the country now come to Portland to experience our restaurants and stores. A permanent market located in the heart of Portland will help burnish our reputation as a culinary capital, especially when it is named after a giant of the food world and a Portland native.

As you consider how best to use the property at the Morrison Bridgehead, I hope you will consider the benefits of locating the James Beard Market there. I believe that it would grow to become a crucial asset to Multnomah County and all of Oregon.

Sincerely,

Jennifer Turner Bitterman  
President  
The Meadow