



December 28, 2010

Multnomah County Commissioners  
501 SE Hawthorne Blvd Ste 600  
Portland, OR 97214-3588

Dear County Commissioners,

As you make your decision about the future of the Morrison Bridgehead property, I wanted to voice my strong support for the James Beard Public Market.

Whether by connecting regional food buyers and sellers through FoodHub ([www.food-hub.org](http://www.food-hub.org)), advocating for school food changes that would bring more regionally grown and processed products into the lunch line, or publishing *Edible Portland* magazine, at Ecotrust we've seen firsthand the power of supporting a robust regional food economy.

Adding the James Beard Public Market as yet another tool in our community's collective toolbox for strengthening our regional food system makes perfect sense. In fact, the timing is ideal.

Food buyers of every kind—from those at hospitals to sports arenas to corporate campuses to retail grocers to public schools to caterers to fast-food chains to white-tablecloth restaurants—are localizing supply chains to respond to increased consumer demand for local food. And those consumers are fueling unprecedented growth in farmers markets, u-picks, and other direct to consumer sales. Certainly those same food buyers, and the innumerable tourists who visit Portland on a daily basis, would benefit from and frequent the James Beard Public Market.

I am certain that economic benefits would accrue throughout the region, and certainly within the city and its immediate surrounding area, should you choose to support creation of the James Beard Public Market at the base of the Morrison bridge. Indeed county staff and community stakeholders came to similar conclusions in the recent Multnomah Food Action Plan, citing the public market as one of several tangible steps this community could take to “create an innovative and intentional food system that is sustainable – equitable, healthy for people and the environment, and with the capability to invigorate our local economy.

I do hope you'll give the James Beard Public Market due consideration. Please don't hesitate to contact me should you have any questions about my support of this important initiative.

Sincerely,

A handwritten signature in black ink that reads "Deborah J. Kane" followed by a horizontal line.

Deborah J Kane  
Vice President, Food & Farms