

Good Afternoon Chair Brown-May & members of the committee

My name is Kelli Kelly and I am here to offer my support for AB 352.

I am an advisor who works with farmers and other food systems business owners to start and grow their businesses. In this role, I have many clients around the state interested in beginning cottage food businesses, making small-batch cosmetic products like salves, lotion bars, shampoo bars, and chapstick, and hosting agritourism events like farm-to-fork dinners—and who have encountered obstacles that have prevented them from achieving their goals. Each of these programs represents a way for farmers to diversify their products and sales channels so they can monetize more of their harvest. Reducing regulation of cottage programs including what types of products can be produced, how products can be sold and delivered to customers, and increasing the gross sales cap will enable farmers to diversify and grow their revenue streams. Allowing small-batch home production of salves and balms, lotion, and other cosmetic products helps farmers and adjacent value-added producers utilize locally grown botanicals in an entirely different way for an entirely different market. Farm-to-fork events help farmers reach new customer segments, highlight locally grown products, and help customers connect to farms in their communities, the food that is produced in their neighborhoods, and the people involved from seed to plate. I encourage you to support AB 352.