

PRELIMINARY STAFF MEASURE SUMMARY

CARRIER:

Senate Committee on Human Services and Early Childhood

REVENUE: No revenue impact (-1)**FISCAL: Minimal fiscal impact, no statement issued (-1)****SUBSEQUENT REFERRAL TO: None****Action:****Vote:**

Yeas:

Nays:

Exc.:

Prepared By: Cheyenne Ross, Administrator**Meeting Dates:** 3/5, 3/31, 4/7

WHAT THE MEASURE DOES: Requires Department of Human Services (DHS) seek approval from U.S. Department of Agriculture and apply for all available federal funding to develop pilot program to provide up to 30 cents to assistance recipients for every dollar spent on produce, as specified. Sunsets January 2, 2021. Declares emergency, effective on passage.

ISSUES DISCUSSED:

- How to incentivize consumption of fresh produce by low income families
- USDA pilot program in Massachusetts in 2011-2012 that targeted purchase of healthy foods

EFFECT OF COMMITTEE AMENDMENT:

[-1 amendments adopted 3/31/2015] Replaces contents of measure. Creates Task Force on Healthy Food for Low-Income Families staffed by Department of Human Services. Specifies composition and object. Requires report to legislature by September 15, 2016. Sunsets December 31, 2018.

BACKGROUND: In 2011, the U.S. Department of Agriculture implemented the Healthy Incentives Pilot in Massachusetts in 2011 to determine whether financial incentives at the point of sale for Supplemental Nutrition Assistance Program (SNAP) recipients would increase their consumption of fruits, vegetables, and other healthy foods. Under the pilot, SNAP recipients received 30 cents for every SNAP dollar spent on targeted foods at participating retailers. The pilot resulted in the consumption of more fruits and vegetables by participants in the pilot, than those not participating; and participants also spent more SNAP benefits on fruits and vegetables than those not participating. Other positive outcomes were also noted, including increased nutritional awareness over time among participating households. Senate Bill 490 requires the Department of Human Services to apply for and develop a similar financial incentive program pilot for implementation in Oregon.

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This summary has not been adopted or officially endorsed by action of the committee.

Committee Services Form – 2015 Regular Session