

Testimony in Support of Senate Bill 727
Senate Human Services Committee
Submitted by Molly Notarianni, Program Director
February 21, 2019



Chair Gelser, Vice-Chair Heard, Senator Fagan, Senator Knopp, and Senator Monnes Anderson:

Thank you for the opportunity to submit written testimony on behalf of the Farmers Market Fund. We are excited to express our strong support of **SB 727**. This bill would support the expansion of Double Up Food Bucks Oregon (DUFBO): a SNAP incentive program that helps low-income shoppers bring home more fruits and vegetables and gives family farmers a financial boost, while supporting local economies. Farmers Market Fund is dedicated to fresh fruits and vegetables for all Oregonians. We see the program as a win-win-win.

Double Up Food Bucks Oregon has a proven record of incentivizing fruit and vegetable consumption. For every dollar spent on SNAP-eligible foods at participating outlets, shoppers receive an additional dollar to spend on Oregon-grown fruits and vegetables. Farmers Market Fund (FMF) has a decade of expertise in this field: we have coordinated SNAP incentive programs since 2009. In 2015 we received a \$500,000 federal grant, which allowed us to fund and manage the implementation of a 3-year program offering DUFBO at 53 farmers markets and 31 farm shares in 16 counties. The existence of this statewide infrastructure ensures FMF can easily and efficiently implement DUFBO with the additional support of this appropriation. Surveys of DUFBO SNAP participants in this 3-year period demonstrate that the program's produce incentives work:

- 90% reported buying more fruits and vegetables
- 81% reported that the amount of food in their house increased
- 88% reported an improvement in overall health

Despite DUFBO's success, SNAP matching programs currently exist at only half of Oregon's farmers markets. This leaves many farmers markets – especially those in rural areas - without any SNAP incentive program. One quarter of Oregon's farmers markets do not even have the necessary equipment in place to accept SNAP.

This \$3 million appropriation would support the expansion of DUFBO to all 120 farmers markets in the state, as well as many farm share sites. Individualized technical assistance will help markets who are not currently registered to accept SNAP develop the necessary systems and obtain the required technology. We are also excited to expand the successful program into

select grocery outlets, allowing for greater access to fresh fruits and vegetables in areas of the state that are not currently served by farmers markets. Our coalition includes Oregon Food Bank, the Oregon Farmers Markets Association, the American Heart Association, and the Portland Area CSA Coalition: organizations that approach ending hunger, improving health, and supporting farmers from complementary perspectives.

Supporting SB 727 will also enable program partners to leverage additional federal and private sector funds. The new Farm Bill includes \$250 million for DUFB and similar programs, but requires a dollar for dollar match of state and private funds. If successful, this legislation will build off of similarly-funded programs in other states (including CA, MA, MI, MN, & NM), making Oregon part of a national movement. **Double Up Food Bucks is a win-win-win: families win, farmers win, and Oregon thrives.**

Again, thank you for the opportunity to provide this testimony. Farmers Market Fund appreciates your support.

Sincerely,

A handwritten signature in cursive script, appearing to read "Molly".

Molly Notarianni, Program Director
Farmers Market Fund