



January 29, 2021

Chair Gelser and Members of the Committee,

My name is Ari Rosner. I am the Market Coordinator for Hollywood Farmers Market in Portland. I am writing to request your support for SB 440 & 555.

This legislation is important to Oregon's farmers markets because it supports the expansion of Double Up Food Bucks Oregon (DUFBO). This SNAP incentive program has proven to be successful across the state and has been very impactful at our own market.

In 2005, Hollywood Farmers Market (HFM) was one of the first farmers markets in Oregon to allow customers to use their EBT/SNAP benefits in exchange for wooden market tokens. In 2010, we created our first SNAP incentive program, responding to the growing need for food assistance for low-income members of our community, by providing additional tokens matching their benefit dollars. Since then, we have distributed more than \$230,000 in SNAP incentive at the Hollywood Farmers Market and our sister market the Lloyd Farmers Market, helping thousands of low-income residents add fresh, local produce to their diet.

Initially, our SNAP match was funded out of HFM's operating budget. Demand for the program grew steadily, and eventually led us to seek outside funding in order to continue. Prior to the state funding secured in 2019, the program was approaching a point where it not be able to continue without public funding. Thankfully, the legislature provided funding, and this enabled us to continue the program during this period of unprecedented need. In the past year, use of SNAP at the Hollywood Farmers Market increased by 68% - we have never seen this level of need before.

Double Up Food Bucks has an invaluable effect on our community, improving the health and food security of our neighbors in Northeast Portland. In program surveys, SNAP recipients overwhelmingly say that the match increases their consumption of fresh fruits and vegetables, and allows them to have more food in their home throughout the month. Some of their comments from these surveys:

- "I have a chronic health condition, so fresh veggies and fruits help to give me a better quality of life. The only way I can afford fresh produce is through this program."
- "This program is actually helping my kids grow! They have eaten more fruit this summer than ever before."
- "I feel much more connected to the community and to the food I eat when I buy fresh and local from the farmers market. Thank you!"

Thank you for the opportunity for us to provide written testimony. We urge support of this bill.

Ari Rosner, Market Coordinator

Hollywood Farmers Market and Lloyd Farmers Market  
Portland, OR