

Submitter: Alex Nydahl

On Behalf Of: HB2728

Committee: House Committee On Early Childhood and Human Services

Measure: HB2728

Chair Reynolds, Vice Chairs Nguyen and Scharf, and Members of the Committee,

My name is Alex Nydahl. I serve in the Board of Directors of the Montavilla Farmers Market. I am writing to request your support for HB 2728.

HB 2728 supports the expansion of Double Up Food Bucks Oregon, a SNAP matching program with a proven record of success. For every dollar spent on SNAP-eligible foods at participating farmers markets, farm stands, CSA programs, and grocery stores across the state, shoppers will receive an additional dollar to spend on Oregon-grown fruits and vegetables.

This program is important to me because I see it working for local families at every market. The Montavilla Farmers Market's guiding principles call us to work toward equity in our food system using the tools we have available. We have seen increasing DUFB transactions at our market over the last two years for at least two primary reasons. First, the board and market managers and staff have focused on promoting the program's visibility, both by utilizing the tools made available by SNAP, and by creating our own wayfinding within the physical market, on our website, and on social media. Second, the dual challenges of the covid-19 pandemic and the current spell of inflation have, unfortunately, hit more families hard—hard enough to increase the number of SNAP-eligible households who shop at the market.

Expanding this program will help make my neighbors more food-secure—please consider acting to help them by voting “yes.”

Thank you for the consideration and for your service.

Alex Nydahl  
Portland, OR