



MONTAVILLA
Farmers Market



Lisa Hall
Executive Director

Montavilla Farmers Market
PO Box 16238
Portland, OR 97216
707.499.4766
director@montavillamarket.org

4 May 2023

Co-Chair Steiner, Co-Chair Sanchez, and Members of the
Committee,

My name is Lisa Hall. I am an Executive Director of a farmers
market in Portland, OR. I am writing to request your support for
HB 2728.

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

Montavilla Farmers Market (MFM) served over 60,000 shoppers
and hosted over 80 small businesses in 2022, including 11
beginning farmers, who made a total \$1.4 million last year. MFM
distributed over \$130,000 in SNAP benefits and Double Up Food
Bucks in 2022, accounting for about 10% of our vendor sales.
Double Up Food Bucks not only supports our small farmers but
allows low income community members to have access to fresh,
local produce. Inflation and impacts of COVID-19 has decreased
food access in our neighborhood. Access to Double Up Food
Bucks is essential for shoppers to feed their families. Last year,
we saw over 400 new Double Up Food Bucks users at MFM and a
180% increase in the amount of Double Up Food Bucks we
distributed. Support of HB 2728 will continue to advance this
program to better feed our neighbors, support Oregon farmers,
and grow the local economy.

**I ask you to support HB 2728, and to fully fund the bill before
the Oregon Legislature adjourns. Thank you for the
consideration and for your service.**

Sincerely,

Lisa Hall
Portland, OR

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