

Chair Gelser and Members of the Committee,

My name is Alisa Ocean. I am a farmers market manager in Cave Junction, and resident of Josephine County. I am writing to request your support for SB 727.

SB 727 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.

This program is very important to me because Cave Junction's per capita income ranks 298 out of 308 cities in Oregon. This means that many local customers that shop at our market are living on a low income and use their SNAP funds for buying produce at our market. DUFB is a huge benefit to these people, and encourages them to shop at the farmers market, where they can receive this benefit.

In addition, we are working hard to increase the amount of local farmers and food producers in the Illinois Valley and the DUFB program increases the likelihood of our local farmers making enough sales at the market, to justify their choice to continue with farming. Local fruits and vegetables that are freshly harvested and travel only a short distance are also higher in nutrients. The customers at our market are more likely to consume these nutritious foods when they can actually afford them. DUFB creates opportunities for these low income community members to improve their health by consuming local fresh produce.

I really appreciate your consideration and your service.

Alisa Ocean
O'Brien resident