



February 16th, 2019

Dear Chair Gelser & Committee Members

I am the Market Director at the Lane County Farmers Market in Eugene, and I am writing to express our enthusiastic support for **SB 727 / HB 2837**. This legislation is important to Oregon's farmers markets because it supports the expansion of Double Up Food Bucks Oregon (DUFBO). This dollar-to-dollar SNAP-matching program has proven to be successful across the state and has been very impactful at our own market.

This program is important to our market, our customers and our vendors. In 2015, before this program began, our SNAP sales at the market were \$60,000 for the year. In the first year of the DUFBO program SNAP sales grew to \$101,000 with \$54,000 in matching funds distributed, and 650 new customers were introduced to our farmers market. The following year, SNAP sales rose to \$115,500 with \$68,600 in matching funds distributed, and 750 new customers shopped at our farmers market.

Demand for local, organic products is high at our farmers market at every income level. This program helps these individuals and families have access to healthy, fresh, organic options.

Here are some of the things that our farmers market community had to say about how this program has benefitted their lives and livelihoods:

- *"I'm able to have healthier food to feed myself and son. Thank you for doing this."*
- *"It has improved my motivation to buy healthy food. I have to come to the market to get the extra dollar, but also, coming to the market has become a habit I thoroughly enjoy. I would no longer want to miss coming to the market. I've made a lot of new friends at the market too and I am overall healthier & happier all around. Thank you farmers market!"*
- *"I am able to buy a lot more organic veggies & fruit that are fresher and a higher quality than what is in the stores. As a result, I am feeling better and have lost 10 lbs. this summer."*
- *"We rely on Double Up for our produce. We cannot afford vegetables without double up. We went from buying at farmers markets 1 or 2x per year to 2x per week! Thank you Double Up!"*

Please do provide this letter to the legislators considering this matter, and thank them on our behalf for our opportunity to provide written testimony. We urge their support of this bill.

Warmly,

A handwritten signature in blue ink that reads "Angela Norman". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Angela Norman
Market Director
Lane County Farmers Market

150 Shelton McMurphy Blvd. #204, Eugene, OR 97401
(541) 431-4923 info@lanecountyfarmersmarket.org
www.lanecountyfarmersmarket.org