

My name is Lia Rousset. I am a farmers market manager in Florence. SB 555 and SB 440 support 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.

The DUFB program is a priority for our market committee. We were proud to offer the program from the start of our market in 2018, when 72 families were able to benefit from DUFB. As the word got out, close to 100 families participated in 2019. We expected at least as much of an increase in 2020 but with COVID19 and our market moving to all online sales and pickup to protect our elderly community, barriers to participation were too great for many. We will be rectifying that with a walk in market option next year. It can be expected that demand for the DUFB program will be extremely high, due to the setbacks folks have been experiencing due to COVID19. I am receiving more and more questions from new Oregon Trail Card users asking how they can use it at the market.

We are committed to supporting our local food systems, where affordability and access are a main issue. It should be mentioned that the program is also a draw for our farmers who are committed to growing for their community while appreciating a fair price for their product. Each of our farmers have documented being able to increase their production, in large part due to the income they receive from our SNAP/DUFB customers (\$5600 in 2019).

My spouse is a physician in town, and she testifies regularly what a relief the program is for her patients, a high volume of who are food insecure and trying to feed their multigenerational families with fresh, nutritious fruits and veggies. The SNAP/DUFP program is making a significant impact in our community, and we deeply appreciate all the support we have been given.

Thank you for the consideration and for your service.

Lia Rousset

Florence Farmers Market