

Submitter: Kayleigh Hillert

On Behalf Of:

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 Kayleigh Hillert. I am a farmer in Nehalem. 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 has had a significant positive impact on our business and our community. We grow a wide variety of vegetables and we value getting local nutritious vegetables to all members of our community regardless of their socioeconomic status.

This program has helped encourage SNAP recipients to come to the market more regularly and to buy more vegetables. We have seen an increase in total SNAP customers at market and dollars spent at our booth every year that we have been involved with the program.

I have heard folks express their relief at being able to stretch their SNAP dollars at market with this program. Any way that we can ease the stress of struggling families is a win. The reality of local food in my area is that it is often less accessible and therefore an impediment to participation for many food insecure families. The Double Up Food Bucks program helps those families offset the additional inconvenience of getting to the market with the benefit of doubling their money. It is a much loved and heavily utilized program in our market.

As this program has grown we have worked with the Farmers Market Fund to hire someone specifically to help educate and engage the SNAP customers and market vendors with the ins and outs of this program. This coupled with the additional match funding last year created a significant increase in our SNAP/DUFB sales in 2022 even with rising inflation all season long.

Please support HB 2728.

Thank you for the consideration and for your service.

Kayleigh Hillert

Nehalem