



Friends of Family Farmers ♦ PO Box 751 ♦ Junction City, OR 97448

503-581-7124 ♦ [www.FriendsofFamilyFarmers.org](http://www.FriendsofFamilyFarmers.org)

Chair Reynolds, Vice Chairs Nguyen and Scharf, and Members of the Committee:

My name is Alice Morrison and I am pleased to be submitting testimony in support of HB 2728 on behalf of Friends of Family Farmers (FoFF).

FoFF is a statewide nonprofit with over 1,600 farmers active in its programs. The farmers and ranchers we work with are more diversified in their products, tend to be smaller, and more focused on direct to consumer markets than the average farmer in Oregon. This means that they are direct beneficiaries of the Double Up Food Bucks program that HB2728 supports. When you put more money into the pockets of the community focused farmers of Oregon it is good for everyone.

Obviously, this program benefits farmers. With more available resources to be used on fresh fruits and vegetables, and the emphasis on farmers markets and CSAs that the program has had up to this point, this is incentivizing more Oregonians to seek out their local food producers. This makes local food more accessible to folks using SNAP, helps them build relationships with their producers and their food, and puts additional dollars into the pockets of Oregon's farmers. This bill will help this program reach more farm direct outlets like farmstands and provide crucial access to locally grown fruits and vegetables to more Oregonians across the state. Oregon grown, local food is for everyone. Double Up Food Bucks makes this more possible.

When farmers take home more money, the rural communities of Oregon benefit. Especially when those farmers are focused on direct to consumer sales and feeding their immediate community. According to a study conducted by OSU in Central Oregon<sup>1</sup>; the economic multiplier of these types of farms (those selling at farmers markets, farmstands or directly to their local grocery store) is higher than non-local agriculture (1.74 vs 1.36), more money stays in the community from local food (\$0.76 of every \$1) than from imported food (\$0.28 for every \$1), and local farms create more jobs (26 jobs per \$1M in sales) compared to commodity farming (12 jobs per \$1M in sales). This means that every dollar we put into Double Up Food Bucks will give a better return for the rural communities where our farmers live and work.

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<sup>1</sup> <https://smallfarms.oregonstate.edu/economic-impact-local-food-producers-central-oregon>

FoFF prides itself on being an organization by and for the farmers of Oregon, so now I'd like to share a little about what this program means to me as a former farmer. From 2017-2021 I sold produce at farmers markets from the farm I worked on and later the farm I ran. I prioritized markets that accepted SNAP and participated in the Double Up Food Bucks program. I made connections with shoppers who told me they came to the market for the first time only because they heard about the SNAP match and wanted to stretch their budget further while supporting farmers and getting some nutritious, delicious food. Some of these folks told me they never saw the farmers market as a space for them before hearing about Double Up Food Bucks. This program brings new people into the local food system and helps folks connect to their food. I have witnessed it first hand.

I urge the committee to support HB 2728 and the Double Up Food Bucks program. It is good for farmers, good for SNAP recipients, and good for Oregon's rural economies.

Thank you,

A handwritten signature in cursive script that reads "Alice Morrison".

Alice Morrison  
Organizational Director  
Friends of Family Farmers