



Joint Subcommittee on Human Services  
Oregon Legislature

March 14, 2025

RE: In support of SB5526

Honorable Co-Chairs Senator Campos and Representative Valderrama and Members of the Committee,

I am writing on behalf of the Oregon Farmers Markets Association to express our strong support of Senate Bill 5526, which is critical to funding the Department of Human Services' essential programs, including Self-Sufficiency Programs that sustain Double Up Food Bucks (DUFB) in Oregon.

### **About Us**

The [Oregon Farmers Markets Association](#) (OFMA) is a statewide nonprofit organization dedicated to supporting, promoting, and strengthening farmers markets across the state. We facilitate knowledge sharing and networking, grants, resources, advocacy, and technical assistance to ensure that farmers markets remain vibrant, accessible, and resilient hubs for local food, small farms, and communities.

### **Farmers Markets in Oregon & DUFB: A Win-Win for Oregon**

Together, OFMA and FMF represent over 140 farmers markets across Oregon. Our constituent markets, in turn, support 5,500 vendors: farmers, ranchers, and other producers whose sales generate more than \$60 million in annual revenue. Farmers Markets are a critical part of Oregon's food system, connecting farmers directly to consumers—providing fresh, healthy, and affordable food while keeping dollars in local economies.

OFMA wants to underscore the importance of continued state funding for DUFB. This program provides a dollar-for-dollar match on Supplemental Nutrition Assistance Program (SNAP) benefits when used to purchase fresh fruits and vegetables at farmers markets and local food retailers. This federal program depends on state partnership and funding to operate in Oregon. Without this funding, thousands of families that rely on DUFB will lose this critical assistance when they need it most.

Double Up Food Bucks allows SNAP recipients to double their purchasing power for healthy foods, making locally-grown produce more accessible to Oregon families with limited incomes. As grocery prices continue to climb, working families struggle to choose between nutritious food and other basic needs. DUFB helps Oregonians in need make healthy choices for their families.



Investing in Local Farmers and Economies: DUFB is not just a nutrition program—it's an economic development tool. The dollars spent through DUFB go directly to local farmers, ranchers, and food producers, boost sales, and keep money circulating in Oregon communities. At a time when small farms face mounting economic pressures, DUFB offers a stable, reliable market that supports their sustainability.

Building Healthier Communities: DUFB improves public health outcomes and reduces long-term healthcare costs by incentivizing fruit and vegetable purchases. Better access to healthy food helps prevent diet-related diseases such as diabetes, heart disease, and obesity—conditions that disproportionately affect low-income and rural Oregonians.

### **Why SB 5526 is Critical for DUFB**

While DUFB is a national model, Oregon must choose to implement it and commit state funds to make it available to residents. The Self-Sufficiency Programs line item in SB 5526 is the funding source that makes DUFB possible. Without this state contribution, Oregon would lose access to matching federal funds, and the program would likely be forced to scale back or shut down—hurting both families and farmers.

As an example, last year alone, thousands of SNAP recipients used DUFB to afford fresh produce at over 90 farmers markets and food retailers statewide, generating millions in sales for Oregon farmers. This program reaches families in rural, urban, and suburban areas, strengthening food systems in every corner of our state.

### **Support SB 5526**

Please fully fund the Self-Sufficiency Programs outlined in SB 5526 to ensure that Double Up Food Bucks thrives in Oregon. This investment will pay dividends in healthier families, thriving farmers, ranchers, and markets, more and resilient local economies.

Thank you for your leadership on this critical issue. I would be happy to provide more information or connect you with Oregonians who benefit directly from Double Up Food Bucks.

Sincerely,

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