

Submitter: Jessica Land
On Behalf Of:
Committee: Joint Committee On Ways and Means
Measure, Appointment or Topic: HB5006

Co-Chair Lieber, Co-Chair Sanchez, and Members of the Committee,

My name is Jessica Land. I am a farmers market director in Oregon City. I am writing to request your support for the Double Up Food Bucks program within the Department of Human Services agency budget (SB 5526).

The Self Sufficiency portion of SB5526 supports continuation 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.

This program is important to me because as a farmers market director I see first-hand the benefit this program has on both our SNAP recipients and growers. Hungry families shop the market each week which not only supports our local small farmers, but it also spurs economic development in our region by keeping dollars local. Families are trying new varieties of produce which broadens education of what foods are grown in Oregon, plus encourages vegetable diversity in one's daily intake.

Rising food costs continue to disrupt food security for our community. Double Up Food Bucks literally change the health of households thanks to nutrient dense fruits and vegetables they otherwise would not have access to. Our market's Double Up disbursement has increased by 20% since 2023 and our demographic has widened to include underserved groups such as college students and Latinx populations.

I ask you to fully fund the Double Up Food Bucks program within the Department of Human Services agency budget (SB 5526) before the Oregon Legislature adjourns. Thank you for the consideration and for your service.

Jessica Land, Oregon City