



**DOUBLE UP
FOOD BUCKS™
OREGON**

HB 2837/SB 727

Make a wise investment in public health and our local economy by increasing access to Oregon grown produce for food insecure Oregonians.

Only **11%** of Oregonians consume enough fruits and veggies for a healthy life. But for the **one in six Oregonians experiencing food insecurity**, the cost of eating the recommended servings of produce is unaffordable. Unhealthy diets and food insecurity cost the state and federal governments hundreds of billions of dollars per year in healthcare and other costs.

What is Double Up Food Bucks (DUFB)?

- DUFB is a nutrition incentive program that matches Supplemental Nutrition Assistance Program, or SNAP (formerly known as food stamps) benefits to enable participants to purchase additional fruits and vegetables.
- For every dollar spent on SNAP-eligible foods at participating farmers markets, farm share programs, and some groceries across the state, SNAP recipients receive an additional dollar to spend on Oregon grown fruits and vegetables, up to \$10 per visit.
- In Oregon, a successful pilot program ran from 2015-2018 when the Farmers Market Fund raised \$1.5 million (including \$500,000 from a USDA FINI grant) to run DUFB at 60+ farmers markets.

What can a \$3 million DUFB investment do for families, farmers & public health in Oregon?

- Increase consumption of fresh food for an estimated 150,000 low income Oregonians. A healthy diet rich in fruits and vegetables helps lower the risk of many serious and chronic health conditions, including heart disease, high blood pressure and diabetes.
- Put money into the pockets of family farmers, creating greater resilience.
- Allow DUFB to be piloted in up to eight grocery stores in targeted under-served communities.



\$2.92

average meal cost in Oregon



\$1.40

average benefit from SNAP per meal

"This program is actually helping my kids grow! They have eaten more fruit this summer than ever before."

"Fresh fruits and veggies give me better quality of life. The only way I can afford produce is through this program."



Why should Oregon fund Double Up Food Bucks?

- To provide stability for and allow expansion of a successful program that has proven to provide support for low-income Oregonians.
- To leverage additional federal and private sector funds. The new Farm Bill includes \$250 million for DUFEB and similar programs, but requires a dollar for dollar match of state and private funds.
- To join a National movement: CA, MA, MI, MN, MN, and Seattle all fund similar programs.



FAMILIES WIN

Low-income Oregonians consume more healthy food:

- **90%** of SNAP customers reported buying more fruits and vegetables because of Double Up Food Bucks
- **81%** of surveyed participants reported that the amount of food they have in their house increased because of DUFEB



FARMERS WIN

Family Farmers gain new customers & a financial boost:

- **74%** of farmers surveyed said their customer base expanded
- **69%** reported making more money because of Double Up Food Bucks



OREGON THRIVES

DUFEB helps grow local economies in Oregon:

- Every SNAP dollar spent at a farmers market can generate **\$1.79** in local economic activity*
- *Using this "multiplier", DUFEB supported more than **\$4,500,000** of local economic activity

Supported By



American Heart Association.



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