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***Double Up Food Bucks* Launches to Provide
More Fresh, Locally Grown Produce to Low-Income Oregonians**

\$1.5 million from USDA, local funders and markets will support the new SNAP incentive program at 51 farmers markets statewide

Portland, Ore., May 19, 2016 — Farmers Market Fund, an independent 501(c)3 companion organization to Portland Farmers Market has launched *Double Up Food Bucks*. This new statewide comprehensive program will provide cash incentives to low-income Oregonians who receive benefits through SNAP for purchasing locally grown fruits and vegetables at farmers markets and through community supported agriculture.

Trudy Toliver, Executive Director of the Farmers Market Fund, said, "*Double Up Food Bucks* will help to feed Oregonians in two ways: by putting food on the table for low-income families, and supporting Oregon's family farms. It improves the human health and the economic health of our local communities."



Starting this month, *Double Up Food Bucks* will benefit 51 farmers markets, managed by 38 different organizations across Oregon, serving rural and urban communities. The markets are located in the Portland metropolitan area, the Willamette Valley, the North Coast, Central Oregon, Southern Oregon, and Eastern Oregon. The population in the beneficiary counties totals 3.5 million people, representing approximately 90 percent of the state’s overall population.

Funding for the program was initiated by a \$500,000 grant from the USDA’s Food Insecurity Nutrition Incentive Program and \$1 million in matching funds from local foundations, corporations and the farmers markets themselves. Farmers Market Fund was awarded these grants in spring 2015.

“This grant earned by the Farmers Market Fund ensures that thousands more low-income Oregonians can get tasty and healthy food at farmers markets throughout Oregon,” said U.S. Senator Ron Wyden of Oregon. “I have been proud to support our farmers markets’ goal of increasing access to quality food because that both helps fight food insecurity statewide for working families and benefits local growers of fruits and vegetables.”

How *Double Up Food Bucks* Works

SNAP benefits are distributed through the Oregon Trail Card, an electronic benefits-transfer card similar to a debit card. Most farmers markets process SNAP transactions at market information booths, debiting the Oregon Trail Card in exchange for \$1 tokens that shoppers can use at vendor stalls. *Double Up Food Bucks* will increase the buying power of SNAP recipients by providing a dollar-for-dollar cash match up to \$10 to purchase fruits and vegetables at 51 participating markets.



The SNAP matching programs have helped Oregon families around the state eat more fresh produce over the past several years. However, most programs matched only up to \$5 and each operated under different rules. *Double Up Food Bucks* is raising the match to \$10 and providing a recognizable brand with uniform rules for all 51 markets. This launch furthers Farmers Market Fund’s mission to increase access to fresh local food for low income and underserved populations.

This statewide program increases the number of participating farmers markets and boosts data collection on the impact these programs have on increasing the amount of local fruits and vegetables purchased. In a 2015 SNAP customer survey at the markets slated for the *Double Up Food Bucks* program, 92% of the 628 SNAP shoppers surveyed reported purchasing more fruits and vegetables as a result of the match.

One shopper who has used the SNAP match said, “Every cent counts - having a little extra help means that I can get more fresh fruit and veggies. It also helps my community, around my neighborhood and local farms. I can maximize my money and health.”

The *Double Up Food Bucks* program goals aim to reach even more shoppers:

- Increase the number of SNAP recipients redeeming their benefits at participating farmers markets by at least 25 percent from 2014.
- Increase sales of fruits and vegetables at Oregon farmers markets purchased through SNAP by \$790,000 over 2014 levels.

Impressive Statewide Support

As a requirement of the USDA grant application, the Farmers Market Fund team needed 100 percent local matching funds from foundations and partners. Support for the proposal garnered pledges of cash and in-kind support from about 50 partners, totaling more than twice the matching funds required.

The largest pledge of \$175,000 came from the Meyer Memorial Trust. “Meyer Memorial Trust's support for this program, coupled with investments in the state's food system landscape totalling \$3.4 million since 2012, helps to broaden the reach of the Double Up Food Bucks program,” said Doug Stamm, Meyer Memorial Trust's CEO. “Doubling the impact of dollars spent at farmers markets improves access and health for consumers with limited incomes.”

Long-time Farmers Market Fund supporter New Seasons Market pledged \$90,000 to the program. This follows eight years and about \$250,000 of ongoing financial support they have provided to farmers market for SNAP matching and other family friendly programs. Their foundational and loyal backing nurtured the budding of Farmers Market Fund and many other farmers market’s SNAP incentive programs.

“New Seasons Market is committed to ensuring that healthy, local foods are available to everyone. We are pleased to support the Farmers Market Fund as they provide much-needed resources to farmers markets in Oregon. We believe that farmers markets are a crucial component in our regional food economy. Using these funds toward matching SNAP dollars benefits not only food insecure families and individuals, but also our small farmers,” said Wendy Collie, New Seasons Market CEO.

Other key funders and supporters include Kaiser Permanente Hospitals, Portland Farmers Market, Oregon Food Bank, and numerous farmers markets and food systems organizations around the state.

About Farmers Market Fund

Founded in 2012, as the charitable companion to Portland Farmers Market, Farmers Market Fund provides low-income, elderly and underserved populations increased access to healthy, locally grown food. Leaders of the organization also aim to further serve those in need by providing education about nutrition, and helping to remove

the barriers to accessing fresh, local food. For more information, visit farmersmarketfund.org. Farmers Market Fund contracts with Portland Farmers Market for professional services.



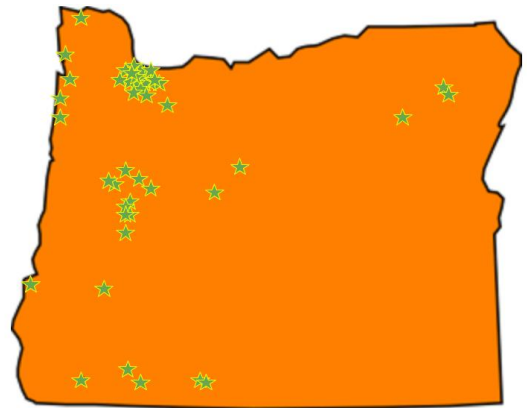
2016 Oregon Double Up Food Bucks Farmers Markets, Farm Stands, & CSAs

PARTICIPATING PROGRAMS

49 farmers markets representing 38 market organizations
2 Farm Stands
13 CSA Farms

PROGRAM REACH

17 Counties
29 Cities
3.5 million Oregon residents
90 percent of the state's overall population



Participating Farmers Markets		
Albany Farmers Market	Albany	Linn
Beaverton Farmers Market – <i>Wednesday only</i>	Beaverton	Washington
Cave Junction Farmers Market	Cave Junction	Josephine
Coos Bay Farmers Market	Coos Bay	Coos
Corvallis Farmers Market - Saturday	Corvallis	Benton
Corvallis Farmers Market - Wednesday	Corvallis	Benton
Creswell Farmers' Market	Creswell	Lane
Cully Farmers Market	Portland	Multnomah
Forest Grove Farmers Market	Forest Grove	Washington
Hillsdale Farmers Market	Portland	Multnomah

Hollywood Farmers Market	Portland	Multnomah
Klamath Falls Farmers Market - Saturday	Klamath Falls	Klamath
Klamath Falls Farmers Market - Wednesday	Klamath Falls	Klamath
La Grande Farmers Market - Saturday	La Grande	Union
La Grande Farmers Market - Tuesday	La Grande	Union
Lane County Farmers Market - Saturday	Eugene	Lane
Lane County Farmers Market- Tuesday	Eugene	Lane
Lane County Farmers Market - Thursday	Eugene	Lane
Lebanon Downtown Farmers Market	Lebanon	Linn
Lloyd Farmers Market	Portland	Multnomah
Madras Saturday Market	Madras	Jefferson
Manzanita Farmers Market	Manzanita	Tillamook
Montavilla Farmers Market	Portland	Multnomah
Moreland Farmers Market	Portland	Multnomah
Mount Hood Farmers Market	Sandy	Clackamas
Neskowin Farmers Market	Neskowin	Tillamook
North Plains Farmers Market	North Plains	Washington
OHSU Farmers Market	Portland	Multnomah
Oregon City Farmers Market	Oregon City	Clackamas
Pacific City Farmers Market	Pacific City	Tillamook
People's Food Co-op Farmers Market	Portland	Multnomah
Portland Farmers Market - Kenton	Portland	Multnomah
Portland Farmers Market - King	Portland	Multnomah
Portland Farmers Market - Lents	Portland	Multnomah
Portland Farmers Market - Northwest	Portland	Multnomah
River People Farmers Market	Astoria	Clatsop
Rockwood Farmers Market	Portland	Multnomah
Rogue Valley Growers & Crafters Market - Medford Saturday	Medford	Jackson
Rogue Valley Growers & Crafters Market - Medford Thursday	Medford	Jackson
Sisters Farmers Market	Sisters	Deschutes
Spencer Creek Growers' Market	Eugene	Lane

St Johns Farmers Market	Portland	Multnomah
Sweet Home Farmers Market	Sweet Home	Linn
Tigard Farmers Market	Tigard	Washington
Tillamook Farmers Market	Tillamook	Tillamook
Umpqua Valley Farmers Market	Roseburg	Douglas
Wallowa County Farmers Market - Joseph	Joseph	Wallowa
Woodstock Farmers Market	Portland	Multnomah
Participating Farm Stands		
FOOD for Lane County Stand - Riverbend	Springfield	Lane
FOOD for Lane County Stand - Youth Farm	Springfield	Lane
Participating CSA Farms		
47th Avenue Farm	Portland	Multnomah
Able Farms	Portland	Multnomah
Adelante Mujeres	Forest Grove	Washington
Cully Neighborhood Farm	Portland	Multnomah
Food Works	Portland	Multnomah
Full Cellar Farm	Gresham	Multnomah
Love Farm Organics	Forest Grove	Washington
Rockwood Urban Farm	Portland	Multnomah
Sauvie Island Organics	Portland	Multnomah
Schoolyard Farms	Milwaukie	Clackamas
Winslow Food Forest	Boring	Clackamas
Winter Green Farm	Noti	Lane
Zenger Farm	Portland	Multnomah