

**STATE OF HAWAII
DEPARTMENT OF HEALTH**

P. O. Box 3378
Honolulu, HI 96801-3378
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**Written Testimony in SUPPORT of H.B. 2670 HD2 SD1
RELATING TO THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM**

SENATOR DONOVAN M. DELA CRUZ, CHAIR
SENATE COMMITTEE ON WAYS AND MEANS

Hearing Date: April 4, 2018

Room Number: 211

1 **Fiscal Implications:** The Department of Health (DOH) defers to the Department of Agriculture
2 (DOA) regarding the implementation and fiscal impacts of this bill, and to the Governor's
3 Supplemental Budget Request for appropriations priorities.

4 **Department Testimony:** The DOH supports House Bill 2670, House Draft 2, Senate Draft 1
5 (H.B. 2670 HD2 SD1) to establish a nutrition incentive program for beneficiaries of the
6 Supplemental Nutrition Assistance Program (SNAP).

7 Major health authorities (including the U.S. Department of Agriculture, Centers for
8 Disease Control, and the World Health Organization) recommend increasing fruit and vegetable
9 intake as a means to prevent chronic disease and improve overall health.^{1,2,3} However, access to
10 fresh produce for income-limited individuals can be difficult and is one of the reasons why they
11 often have poorer diets and higher rates of chronic disease than middle class and wealthy

¹ U.S. Department of Health and Human Services and U.S. Department of Agriculture. *2015 – 2020 Dietary Guidelines for Americans*. 8th Edition. December 2015.

² Centers for Disease Control and Prevention. *Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Increase the Consumption of Fruits and Vegetables*. Atlanta: U.S. Department of Health and Human Services; 2011.

³ World Health Organization. *Healthy Diet Fact Sheet N°394*. Web. Updated September 2015.

1 individuals.^{4,5} This bill would double the Supplemental Nutrition Assistance Program (SNAP)
2 recipients' purchasing power when they use their benefits to purchase local fruits and vegetables.

3 Nutrition incentive programs similar to the one proposed in this bill are prevalent around
4 the United States, and similar bills have been passed in six other states. Nutrition incentives are
5 often touted as a “win-win-win” for farmers, families, and local businesses. Data from these
6 interventions have shown improvements in dietary behaviors, reduction in household hunger and
7 food insecurity, and increased sales of local produce (by more than their dollar value alone).^{6,7,8}
8 In Hawaii, less than one in five adults reported eating five or more fruits and vegetables a day
9 (2015 Behavioral Risk Factors Surveillance System). The DOH supports H.B. 2670 HD2 SD1
10 as one component of a comprehensive approach to improve the availability and accessibility of
11 healthy foods to improve health outcomes for people in Hawaii, especially for people who face
12 greater health disparities.

13 Thank you for this opportunity to provide testimony.

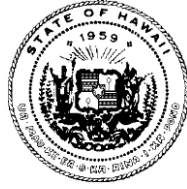
⁴ Hawaii Health Data Warehouse, Hawaii State Department of Health, Behavioral Risk Factor Surveillance System, 2016.

⁵ Simmet, Anja et al. *The Dietary Quality of Food Pantry Users: A Systematic Review of Existing Literature*. Journal of the Academy of Nutrition and Dietetics, Volume 117, Issue 4, 563 – 576.

⁶ Fitzgerald, Katherine. *Double Up in Farmers' Markets: The Consumer Experience*. Fair Food Network, 2015.

⁷ Mann, J., et al. *Economics of healthy food incentives at Michigan farmers markets: Study highlights*. Michigan State University Center for Regional Food Systems, 2017.

⁸ Fitzgerald, Katherine. *Double Up Food Bucks and Hunger*. Fair Food Network, 2015.



STATE OF HAWAII
DEPARTMENT OF HUMAN SERVICES
P. O. Box 339
Honolulu, Hawaii 96809-0339

April 3, 2018

TO: The Honorable Senator Donovan M. Dela Cruz, Chair
Senate Committee on Ways and Means

FROM: Pankaj Bhanot, Director

SUBJECT: **HB 2670 HD2 SD1 - RELATING TO THE SUPPLEMENTAL NUTRITION
ASSISTANCE PROGRAM**

Hearing: Wednesday, April 4, 2018, 10:30am
Conference Room 211, State Capitol

DEPARTMENT'S POSITION: The Department of Human Services (DHS) supports the intent of this bill and provides comments. The farmers' market dollar-for-dollar matching program helps Supplemental Nutrition Assistance Program (SNAP) participants increase their purchase of fresh fruits and vegetables by doubling the value of their benefits spent at farmers markets, provide more access to healthy fruits and vegetables, support local farmers, and keeps food dollars in the local economy. DHS defers to the Department of Agriculture as to program development and implementation issues.

PURPOSE: The purpose of the bill is to require the Department of Agriculture to create a local produce dollar-for-dollar matching program for beneficiaries of the Supplemental Nutrition Assistance Program (SNAP).

SNAP is 100 percent federally funded by the U.S. Department of Agriculture, Food and Nutrition Service (FNS). While FNS supports healthy incentive projects, these projects run counter to SNAP "equal treatment" regulations, which specify that "no retail food store may single out SNAP participants using SNAP benefits for special treatment in any way." Farmers markets that plan to implement a bonus incentive project must inform FNS during their initial authorization or subsequent reauthorization to participate in SNAP.

Thank you for the opportunity to provide comments on this bill.

DAVID Y. IGE
Governor

DOUGLAS S. CHIN
Lt. Governor



State of Hawaii
DEPARTMENT OF AGRICULTURE
1428 South King Street
Honolulu, Hawaii 96814-2512
Phone: (808) 973-9600 FAX: (808) 973-9613

SCOTT E. ENRIGHT
Chairperson, Board of Agriculture

PHYLLIS SHIMABUKURO-GEISER
Deputy to the Chairperson

**TESTIMONY OF SCOTT E. ENRIGHT
CHAIRPERSON, BOARD OF AGRICULTURE**

BEFORE THE SENATE COMMITTEE ON WAYS & MEANS

**APRIL 4, 2018
10:30 A.M.
CONFERENCE ROOM 211**

**HOUSE BILL NO. 2670 HD2 SD1
RELATING TO THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM**

Chairperson Dela Cruz and Members of the Committee:

Thank you for the opportunity to testify on House Bill No. 2670 HD2SD1, which requires the Department of Agriculture to develop and administer a local health food incentive program promoting the purchase of fruits and vegetables for beneficiaries of the Supplemental Nutrition Assistance Program (SNAP). The Department supports this bill provided it does not impact the Department's priorities listed in the Executive Budget and offers comments.

The Department lacks the staff to manage the program at the operational level and intends to administer the program partnering with public and private agencies that have experience and success with similar programs on behalf of SNAP recipients. The Department believes the increased sales of locally grown fruits and vegetables will increase profits for Hawaii farmers statewide and will benefit SNAP recipients who use food stamps at a farmers' market and at other direct food retailers who participate in SNAP with incentives to purchase healthy local foods. The benefit of a dollar-for-dollar match per visit would encourage the SNAP recipient to purchase locally grown produce and to try new fresh commodities offered by the farmers and direct food retailers.

Thank you for the opportunity to testify on this measure.



Harry Kim
Mayor



Wil Okabe
Managing Director

Barbara J. Kossow
Deputy Managing Director

County of Hawai'i
Office of the Mayor

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April 2, 2018

Senator Donovan M. Dela Cruz, Chair
Committee on Ways and Means
Hawai'i State Capitol, Room 211
Honolulu, HI 96813

Senator Gilbert S.C. Keith-Agaran, Vice-Chair
Committee on Ways and Means
Hawai'i State Capitol, Room 211
Honolulu, HI 96813

Dear Chair Dela Cruz, Vice-Chair Keith-Agaran, and Committee Members:

Re: HB 2670, HD 2, SD 1 Relating to SNAP
Hearing Date: 04/04/2018 – 10:30 am; Conference Room 211

Thank you for this opportunity to support HB 2670, HD 2, SD 1.

It is my understanding that the original HB 2670 proposed to build on a Big Island pilot program that was launched by food retailer KTA and our local Food Basket. By providing funds that can only be used to purchase locally-grown produce, food stamp recipients are incentivized to buy healthy fruits and vegetables; local farmers gain new customers and make more money; and more food dollars stay in the local economy.

HB 2670, HD 2, SD 1 still limits purchases to Hawai'i-grown fresh fruit and vegetables, but would allow a person to shop at a farmers' market or any other direct food retailer. Opening the program to all retailers, while still limiting the use of the bonus stamps to local produce only, seems like a very positive step, since I would be concerned that not all SNAP beneficiaries have easy access to a farmers' market.

My one concern is that I am not sure of the definition of "direct" food retailer. If the legal checkers say this is not a problem, then I am comfortable.

In any case, I think this is a program that should be encouraged, and I hope you will act favorably on this measure.

Respectfully submitted,

Harry Kim
Mayor, County of Hawai'i



American Heart Association testimony in SUPPORT of HB 2670, HD2, SD1 “Relating to the Supplemental Nutrition Assistance Program”

The American Heart Association supports HB 2670, HD 2, SD1.

For more than 50 years, the Supplemental Nutrition Assistance Program (SNAP – formerly Food Stamps) has been vital in addressing food insecurity and nutrition in the United States. It has an impact on health, educational attainment and economic self-sufficiency. The program helps more than 45 million Americans struggling through underemployment and low or stagnant wages. The majority of benefits go to households with children, older adults or those with disabilities.

Food insecurity and poor nutrition remain problems for millions of American households. Research shows that SNAP benefits are often not adequate to last a family the entire month. A 2016 report by the Food Research and Action Center summarized the important role SNAP plays in addressing food insecurity. Importantly, the majority of SNAP recipients who are eligible for work do so while on the program, underscoring that many recipients are using the program to overcome underemployment or temporary job loss.

Although diet quality has been steadily improving in the U.S. during the past two decades, overall dietary quality is still poor. Most significantly, there is a widening gap associated with education and income. Despite the important role SNAP plays in addressing hunger, additional data indicate that SNAP recipients have worse diet quality than income-eligible non-participants.

The Food, Nutrition, and Conservation Act of 2008 authorized \$20 million for pilot projects to evaluate health and nutrition promotion in SNAP to determine if incentives provided to SNAP recipients and point-of-sale increased the purchase of fruits and vegetables. Under HIP, 7,500 households in Hamden County, Massachusetts were randomly selected to receive a financial incentive for purchasing fruits and vegetables, while the remaining 47,595 households continued to receive SNAP benefits as usual. Overall, HIP participants purchased and consumed more fruits and vegetables. Retailers found the program easy to administer and they increased shelf space or display for fruits and vegetables in store.

The Agriculture Act of 2014 authorized the USDA to provide Food Insecurity Nutrition Incentives (FINI) grants to eligible organizations to design and implement projects to increase produce purchases among low-income consumers participating in SNAP by providing incentives at point of purchase. Several Hawaii communities are currently receiving FINI grants to implement “double-bucks” programs and allow for the use of

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Please remember the American Heart Association in your will.





EBT payments for SNAP purchases at certain farmers' markets and commercial retailers. HB 2670, HD1, SD1 would supplement federal funding with state funding to expand those programs and to insure their sustainability.

“Double-bucks” programs match SNAP dollars spent on fresh fruits and vegetables with a financial benefit to local growers and food retailers. Low-income families bring home more healthy food, area farmers gain new customers and make more money, and more food dollars stay in the local economy. The “double-bucks” model is active at farmers' markets in 21 states. “Double-bucks” grocery programs are active in 13 states, including Hawaii.

The American Heart Association urges legislators to support HB 2670, HD2, SD1 and help reduce health disparities in our state by expanding access to fresh fruit and vegetables to those who might be economically challenged to afford access to those foods vital to improved health and reduced obesity.

Respectfully submitted,

Donald B. Weisman
Hawaii Government Relations/Communications Director

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diseases and stroke.”*

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Please remember the American Heart Association in your will.





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e-mail info@hfbf.org; www.hfbf.org

April 4, 2018

HEARING BEFORE THE
SENATE COMMITTEE ON WAYS AND MEANS

TESTIMONY ON HB 2670, HD2, SD1
RELATING TO THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

Room 211
10:30 AM

Aloha Chair Dela Cruz, Vice Chair Keith-Agaran and Members of the Committee:

I am Randy Cabral, President of the Hawaii Farm Bureau (HFB). Organized since 1948, the HFB is comprised of 1,900 farm family members statewide, and serves as Hawaii's voice of agriculture to protect, advocate and advance the social, economic and educational interests of our diverse agricultural community.

The Hawaii Farm Bureau supports HB 2670, HD2, SD1, which requires the Department of Agriculture to create a farmers' market dollar-for-dollar matching program for beneficiaries of the Supplemental Nutrition Assistance Program.

SNAP offers nutrition assistance to eligible, low-income individuals and families, increasing their food purchasing power and improving their nutrition. SNAP also provides economic benefits to farmers participating at farmers' markets, roadside stands and CSA programs.

Some of HFB's farmers' markets participate or have participated in the SNAP program. We believe that access to locally grown fresh fruits and vegetables to low-income individuals and families provides benefit to both SNAP participants and farmers. Instead of selling farm products to wholesalers or other distributors at a relatively low price, farmers can sell directly to the consumer at a price that is more profitable.

HFB believes that farmers' markets, roadside stands, and CSAs provide an alternative distribution method that is economically advantageous to farmers.

Thank you for this opportunity to provide our opinion on this important matter.

HB-2670-SD-1

Submitted on: 4/2/2018 4:50:38 PM

Testimony for WAM on 4/4/2018 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
PHC HNL	Testifying for Pioneering Healthier Communities of Honolulu	Support	No

Comments:

RE: HB2670 HD2 SD1

From: Pioneering Healthy Communities – Honolulu

The Pioneering Healthier Communities Initiative brings together local, diverse leaders to discuss and support strategies, policies and programs that we can accomplish together to build healthier communities in our island home. The Honolulu Committee was established in 2009. The members of PHC of Honolulu are involved in helping children and families to become healthier through schools, afterschool programs, healthcare and community initiatives such as farmer’s markets.

Our State today is in the middle of an epidemic of obesity and chronic disease such as diabetes. The risk begins in early childhood; today about 1/3 of children are overweight or obese. In many of our rural and low-income communities, the problem is much more prevalent and more severe. This translates to thousands of children, adolescents and young adults with significant chronic disease risk in each of our communities.

If we are serious about supporting health, tackling healthcare costs and creating vibrant, more productive communities in Hawaii, *we must prevent obesity and chronic disease before they start*. This will take a sustained, comprehensive strategy involving every aspect of our society – including government, business, healthcare, employers, schools, childcare and more. It also includes making fresh foods, especially fruits and vegetables, more accessible to our community members.

Numerous report on programs across the U.S. that incentivize nutritious produce purchases among SNAP recipients, such as the “Double Bucks” programs, indicate that they are an effective way to encourage more fruit and vegetable purchasing, reduce hunger and supporting healthy diets. Double Bucks programs have emerged at Farmers Markets in Hawaii, such as those associated with the Waianae Coast Comprehensive Health Center and Kalihi Kokua Valley Health Center. The programs have been very popular and very successful in motivating community members to purchase more fruits and vegetables but need ongoing resources. We also are aware of positive economic,

education, and environmental benefits for individuals, and communities, from these Double Bucks Programs.

As such, we strongly urge you to pass this Bill. Thank you for this opportunity to provide this testimony.

Sincerely,

Michael Broderick

May Okihiro

Daniel Leung

Tina Tamai

Diane Tabangay

Jennifer Dang

Paula Adams

Ray L'Heureux

Michael Libertini

Stacy Evensen

Barbra Pleadwell

Daniela Kittinger

Joy Barua

Susie Chun Oakland

Tai Matsuoka



Email: communications@ulupono.com

SENATE COMMITTEE ON WAYS & MEANS
Wednesday, April 4, 2018 — 10:30 a.m. — Room 211

Ulupono Initiative Strongly Supports HB 2670 HD 2 SD 1, Relating to the Supplemental Nutrition Assistance Program

Dear Chair Dela Cruz, Vice Chair Keith-Agaran, and Members of the Committee:

My name is Kyle Datta and I am General Partner of Ulupono Initiative, a Hawai'i-based impact investment firm that strives to improve the quality of life for the people of Hawai'i by working toward solutions that create more locally produced food; increase affordable, clean, renewable energy; and better management of waste and fresh water. Ulupono believes that self-sufficiency is essential to our future prosperity and will help shape a future where economic progress and mission-focused impact can work hand in hand.

Ulupono strongly supports HB 2670 HD 2 SD 1, which creates a dollar-for-dollar matching program for the supplemental nutrition assistance program at farmers' markets, because it aligns with our goal of creating more locally produced food.

Local food is often some of the healthiest and most nutritious foods that Hawai'i's residents can eat. Yet, local food is often slightly more expensive, making it more difficult for residents to obtain in lower socioeconomic areas of our state. Therefore, residents with lower incomes often consume cheaper and healthier food options, leaving them particularly vulnerable to health-related issues. This matching program by the State can leverage federal government support to help those lower socioeconomic residents be able to access locally produced foods that they are likely to not otherwise be able to partake.

At Ulupono, we believe in organizations, public and private, working together on common goals. Through coordination between the federal government's Supplemental Nutrition Assistance Program, the State's matching funds, and our local farmer's markets, the public sector is collectively coming together to address poverty, health, and local food production.

From the farmer's perspective, they will grow more local food as demand for their products increase. Through being able to sell their products at farmers markets to a new clientele, farmers are able to obtain more revenue, incentivizing them to grow more local food. Increased local food production will help the state to become more self-sufficient. Hawai'i currently imports the vast majority of its foods.

Investing in a Sustainable Hawai'i



As Hawai'i's local food issues become more complex and challenging, organizations need additional resources and support to address and overcome them. We appreciate this committee's efforts to look at policies that support local food production.

We believe that by collaborating, we can help produce more local food and support an economically robust homegrown agriculture industry, which strengthens our community with fresh, healthy food. Thank you for this opportunity to testify.

Respectfully,

Kyle Datta
General Partner

HB-2670-SD-1

Submitted on: 4/2/2018 9:27:33 AM

Testimony for WAM on 4/4/2018 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Mike Sayama, PhD	Testifying for Community First	Support	No

Comments:

On Hawaii Island a community coalition called Let's Make SNAP Happen (LMSH), which includes Community First, Food Basket, UHH College of Pharmacy, KTA Super Stores, Blue Zones Project, Hawaii Community College, and Japanese Chamber of Commerce and Industry, has come together to increase SNAP enrollment throughout the County. We have made significant progress in raising the awareness of how much economic benefit is lost when people who need help in purchasing food do not use their benefits. We are currently working with DHHS to simplify the SNAP application form as the first step in our enrollment campaign. We estimate that as much as \$30 million in economic activity could be added to Hawaii Island's economy if we came close to having 100% participation.

The Local Healthy Food Incentive Program would magnify the community benefit of the enrollment campaign. It would increase the value of participation. People would be incented to eat more healthy foods, and local farmers would have more demand for their produce. We strongly support this bill.



HAWAII APPLESEED

CENTER FOR LAW & ECONOMIC JUSTICE

Testimony of Hawai'i Appleseed Center for Law and Economic Justice
Supporting HB 2670 HD2 SD1 – Relating to the Supplemental Nutrition Assistance Program
Senate Committee on Ways and Means
Scheduled for hearing at on Wednesday, April 4, 2018, 10:30 AM, in Conference Room 211

Dear Chair Dela Cruz, Vice Chair Keith-Agaran, and members of the Committee:

Thank you for the opportunity to testify in SUPPORT of **HB 2670 HD2 SD1**, which would create a local produce dollar-for-dollar matching program for beneficiaries of the Supplemental Nutrition Assistance Program (SNAP).

The challenges of living in poverty pose greater risks to people's health than any other single or set of risk factors. Living in poverty has a direct, negative impact on people's health. One reason is that facing constant financial difficulties leads to chronic stress.

By providing monthly benefits to eligible low-income people to purchase food, SNAP plays a critical role in reducing hunger, malnutrition, and poverty, and improving family security, child and adult health, employment, and other outcomes.

Here in Hawai'i, with the highest food costs in the nation, our low-income and working-poor families especially need the support that SNAP provides. The program that this bill would create would double the value of SNAP benefits when people use them to buy local fruits and vegetables.

In other words, it would help low-income and working-class families bring home more healthy fruits and vegetables while also supporting local farmers. In other states that have this program, evaluations have shown that families end up eating more and a larger variety of fruits and vegetables and as well as less junk food.

In addition, not only would this program expand local farmers' sales and customer base, but the U.S. Department of Agriculture (which runs SNAP) also estimates that every \$5 spent in SNAP benefits generates as much as \$9 in local economic activity.

We appreciate your consideration of this testimony.

The Hawai'i Appleseed Center for Law and Economic Justice is committed to a more socially just Hawai'i, where everyone has genuine opportunities to achieve economic security and fulfill their potential. We change systems that perpetuate inequality and injustice through policy development, advocacy, and coalition building.



Date: April 2, 2018

To: The Honorable Donovan Dela Cruz Chair
The Honorable Gil Keith-Agaran Vice Chair
Members of the Senate Committee on Ways and Means

From: Trish La Chica, Policy and Advocacy Director, Hawai'i Public Health Institute

Re: STRONG SUPPORT for HB2670 HD2 SD1, Relating to the Supplemental Nutrition Assistance Program

Hrg: April 4, 2018 at 10:30am at Conference Room 211

Thank you for the opportunity to testify in **Strong Support** of HB 2670 HD2 SD1 which improves access to affordable, healthy, and local fresh fruits and vegetables by creating a matching "Local Healthy Food" incentive program for beneficiaries of the Supplemental Nutrition Assistance Program (SNAP).

Created by the legislature in 2012, the Obesity Prevention Task Force is comprised of over 40 statewide organizations, and works to make recommendations to reshape Hawai'i's school, work, community, and health care environments, making healthier lifestyles obtainable for all Hawai'i residents. The Hawai'i Public Health Institute (HIPHI) convenes the Task Force and supports and promotes policy efforts to create a healthy Hawai'i.

Creating a dollar-for-dollar matching local produce incentive program is a simple yet powerful policy solution.

HB2670 is modeled after Double Up Food Bucks, a national program started by the Fair Food Network in 2009. Double Up Food Bucks provides a dollar-for-dollar match on the value of SNAP when spent on local fresh fruits and vegetables. Double Up is a win/win/win: low-income families bring home more healthy food, local farmers gain new customers and bring in more income, and more food dollars stay in the local economy. Double Up is a successful model being implemented in more than 20 states and does not violate interstate commerce due to market-participant exception from the law, where state and local government may act as a market participant for the purchase of locally grown foods.

Expanding this incentive program will benefit hundreds of families across the State.

In Hawaii Island, a local pilot is already being implemented through the Food Basket's *DA BUX: Double Up Food Bucks* program. In partnership with KTA superstores, SNAP customers receive a 50% credit incentive at checkout. Since the pilot began 2017, there have already been close to 3000 individual DA BUX transactions and an average sales increase of nearly 20% on incentivized produce¹. DA BUX is currently being offered one week per month in the Big Island and an expansion of a similar statewide pilot program can improve healthy produce access to SNAP families in other islands and improve local agriculture in those communities. In FY2016, there were 176,729 individuals that participated in SNAP.

An incentive program will improve the health and well-being of Hawai'i families.

Incentivizing the use of SNAP dollars for fresh fruits and vegetables not only stretches food dollars for families, but it also brings home nutritious food that the entire family can enjoy. Crediting SNAP dollars creates room in the families' budget for other household and healthcare expenses so that food dollars can be spent on locally grown food such as taro, papaya, Hamakua mushrooms, and other produce instead of cheaper, unhealthy alternatives. With more than 25% of children 10-17 years old and 58% of adults in Hawai'i overweight or obese, HB2670 can help to improve healthier dietary behaviors.

HB2670 is a powerful and innovative measure that brings together Hawaii families, farmers, and local markets. It is a triple win for health, agriculture, and the local economy. We are in strong support of this measure and respectfully ask you to **pass HB2670 AS IS** out of committee.

Mahalo,



Trish La Chica, MPA
Policy and Advocacy Director

ⁱ Data collected from September to December 2017, with 2983 individual DA BUX transactions over 4 months (one week per month).



**Testimony to the Senate Committee on Ways and Means
Wednesday, April 4, 2018; 10:30 a.m.
State Capitol, Conference Room 211**

RE: SUPPORTING HOUSE BILL NO. 2670, SENATE DRAFT 1, RELATING TO THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM.

Chair Dela Cruz, Chair Keith-Agaran, and Members of the Committee:

The Hawaii Primary Care Association (HPCA) is a 501(c)(3) organization established to advocate for, expand access to, and sustain high quality care through the statewide network of Community Health Centers throughout the State of Hawaii. The HPCA **SUPPORTS** House Bill No. 2670, Senate Draft 1, RELATING TO THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM.

The bill, as received by your Committee, would:

- (1) Establish the Local Health Food Incentive Program (Program) for beneficiaries of the Supplemental Nutrition Assistance Program (SNAP) within the Department of Agriculture (DOA);
- (2) Provide a dollar-for-dollar match up to an unspecified amount per month for SNAP recipients who use food stamps to make purchases at a farmers' market or other direct food retailers participating in the Program;
- (3) Clarify that the dollar-for-dollar match not exceed \$20 per visit so long as the match is used exclusively for purchases of Hawaii-grown fresh fruits and vegetables at a farmers' market and other direct food retailers;
- (4) Allow the DOA to cooperate with private organizations to develop rules for the Program;
- (5) Appropriate \$300,000 in general funds for fiscal year 2018-2019, to be expended by the DOA, for use in administering the Program and providing matching funds; and
- (6) Take effect on July 1, 2018.

Testimony on House Bill No. 2670, Senate Draft 1
Wednesday, April 4, 2018; 10:30 a.m.
Page 2

Federally Qualified Health Centers (FQHCs) provide desperately needed medical services at the frontlines in rural communities. Long considered champions for creating a more sustainable, integrated, and wellness-oriented system of health, FQHCs provide a more efficient, more effective and more comprehensive system of health.

As a member of the Obesity Prevention Task Force, the HPCA joins the Hawaii Public Health Institute and other advocates in support of efforts to promote healthy diets and the increased consumption of locally-grown vegetables and fruits in our schools and communities.

Accordingly, we urge your favorable consideration of this measure.

In advance, thank you for your consideration of our testimony.

HB-2670-SD-1

Submitted on: 4/2/2018 4:27:56 PM

Testimony for WAM on 4/4/2018 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Melodie Aduja	Testifying for Oahu County Committee on Legislative Priorities of the Democratic Party of Hawai'i	Support	No

Comments:

To the Honorable Donovan M. Dela Cruz, Chair; the Honorable Gilbert S.C. Keith-Agaran, Vice-Chair and the Members of the Committee on Ways and Means:

Good morning. My name is Melodie Aduja. I serve as Chair of the Oahu County Committee ("OCC") on Legislative Priorities of the Democratic Party of Hawaii ("DPH"). Thank you for the opportunity to provide written testimony on **HB2670 HD2 SD1** relating to the Department of Agriculture; Supplemental Nutrition Assistance Program; Local Healthy Food Incentive Program; and an Appropriation.

The OCC on Legislative Priorities is in support of **HB2670 HD2 SD1** and is in favor of its passage.

HB2670 HD2 SD1 is in accord with the Platform of the Democratic Party of Hawai'i ("DPH"), 2016, as it requires and appropriates funds for the Department of Agriculture to create a local produce dollar-for-dollar matching program for beneficiaries of the Supplemental Nutrition Assistance Program.

Specifically, the DPH Platform provides that "[w]e support community health initiatives that provide opportunities for the overall health of communities through strategic projects and programs focusing on increased interaction and physical activities among all age groups, as well as on better nutrition." (Platform of the DPH, P. 7, Lines 378-380 (2016)).

Given that **HB2670 HD2 SD1** requires and appropriates funds for the Department of Agriculture to create a local produce dollar-for-dollar matching program for beneficiaries of the Supplemental Nutrition Assistance Program, it is the position of the OCC Legislative Priorities Committee to support this measure.

Thank you very much for your kind consideration.

Sincerely yours,

/s/ Melodie Aduja

Melodie Aduja, Chair, OCC Legislative Priorities Committee

Email: legislativepriorities@gmail.com, Text/Tel.: (808) 258-8889

HB-2670-SD-1

Submitted on: 3/30/2018 4:09:23 PM

Testimony for WAM on 4/4/2018 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
C. Azelski	Individual	Support	No

Comments:

I support **HB2670 HD2 SD1** due to its many benefits such as long-term health, economic growth and sustainable agriculture. Thank you.

HB-2670-SD-1

Submitted on: 4/2/2018 11:30:04 AM

Testimony for WAM on 4/4/2018 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Javier Mendez-Alvarez	Individual	Support	No

Comments:

HB-2670-SD-1

Submitted on: 3/30/2018 4:27:06 PM

Testimony for WAM on 4/4/2018 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Stephanie Austin	Individual	Support	No

Comments:

Please SUPPORT this important bill which will mean our keiki have more nutritious food options!

Date: March 30, 2018

To: The Honorable Donovan Dela Cruz, Chair
The Honorable Gilbert Keith-Agaran Vice Chair
Members of the Senate Committee on Ways and Means

Re: **SUPPORT for HB2670 HD2 SD1**, Relating to the Supplemental Nutrition Assistance Program

Hrg: April 4, 2018 at 10:30 AM at Conference Room 211

Respected Members of the Senate Committee on Ways and Means,

I am writing in strong **SUPPORT of HB2670 HD2 SD1** that will improve access to affordable, healthful, and local fresh fruits and vegetables by creating a matching incentive program for beneficiaries of the Supplemental Nutrition Assistance Program (SNAP).

A matching incentive program made available in farmers' markets and other direct food retail venues such as grocery stores will help to reduce food insecurity and improve dietary behaviors among many of Hawai'i's low-income families.

Providing a dollar-for-dollar match for the purchase of fresh fruits and vegetables will increase the purchasing power of SNAP participants as it frees up room in their budget for other equally essential expenditures such as housing and health care.

Fresh produce incentives will also improve healthful eating behaviors among Hawai'i's low-income families. With food costs so much higher in Hawai'i than on the mainland, many SNAP (formerly known as food stamps) participants often spend their SNAP dollars on low-priced, less healthful options. Poor dietary behaviors are associated with obesity, heart disease, diabetes and other chronic diseases.

The implementation of a local incentive program will also support local farmers and boost the economy. Healthful produce incentives encourage more spending by local markets and can increase farmers' income and customer base.

A matching incentive program is good for public health and good for the economy.

I strongly **support HB2670 HD2 SD1** and respectfully ask you to pass this measure out of committee.

Many thanks for your consideration,

Forrest Batz, PharmD
Keaau, HI

HB-2670-SD-1

Submitted on: 3/31/2018 9:48:06 AM

Testimony for WAM on 4/4/2018 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Betty Sestak	Individual	Support	No

Comments:

HB-2670-SD-1

Submitted on: 4/2/2018 1:15:41 PM

Testimony for WAM on 4/4/2018 10:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Lydi Morgan Bernal	Individual	Support	No

Comments:

Larry and Nanette Geller
Honolulu, HI 96817

HB2670
WAM
Wednesday, April 4, 2018
10:30 a.m.
Room 211

COMMITTEE ON WAYS AND MEANS
Senator Donovan M. Dela Cruz, Chair
Senator Gilbert S.C. Keith-Agaran, Vice Chair

April 1, 2018

Re: HB2670 Relating to the Supplemental Nutrition Assistance Program

In Strong Support

Dear Sen. Dela Cruz, Sen. Keith-Agaran and members of the Committee:

Several other states have matching programs to encourage low income recipients of federal Supplemental Nutrition Assistance Program (SNAP) benefits to purchase healthy produce at farmers' markets. This bill is intended to create the framework for a statewide matching program in Hawaii.

Eating healthy reduces the incidence and social cost of obesity and diseases such as diabetes.

We recommend that this program initially be limited to direct farmer-to-consumer programs such as farmers' markets. This is the most common model for SNAP-doubling incentive programs and will have the greatest benefit to farmers as well as consumers. Farmers receive a better return for their hard work and consumers benefit from prices that may be below supermarket rates and consumers are not exposed to unhealthy processed foods found in supermarket aisles.

→ Remove p.2 line20 and p.3 line 3 "and other direct food retailers". Suggest changing p.3 line 1 to either \$5 or \$10 per visit or to \$20 per *month* to avoid depleting available funds too quickly.

Importance of the direct-to-consumer model

Sales at farmers' markets go 100% into the pockets of local farmers—no profits are sent out-of-state by supermarket chains. An additional benefit of increased SNAP sales at farmers' markets is that federal money remains in Hawaii and circulates in the economy. SNAP and incentive programs increase the income for local food producers.

Locally-owned retailers, such as farmers markets, **return more than three times as much of their sales to the local economy** compared to chain competitors.

Chain

local \$

Locally-owned

Each \$1 in SNAP is calculated to provide \$1.79 in local economic activity. Farmers pay for supplies and labor using the federal funds SNAP brings to the state. Matching programs help increase farm income and widen their customer base. Strengthening farm income contributes to goals related to farm sustainability in Hawaii.

SNAP users who shop at farmers' markets buy produce which is fresher and cheaper than even the same products from the same farm sold in supermarkets. In supermarkets they are more likely to also buy processed food originating out-of-state and of questionable nutritional value.

Farmers' markets provide the best access to fresh fruits and vegetables for at-risk populations (obesity, diabetes, etc.). Hawaii has a year-round growing season and a wide selection of fruits and vegetables that are picked fresh for the farmers' market. Because produce is fresher than in supermarkets it keeps longer and is likely more nutritious. Once shoppers become familiar with the range of produce available, they will not rely so much on highly processed, sugar- and salt-laden prepared food. The health benefits are clear. Prices are competitive with and often cheaper than in supermarkets.

Fresher, cheaper and healthier—how much better can it get?

Federal support

Last year the USDA awarded a \$3.9 million Food Insecurity Nutrition Incentive (FINI) grant—the largest in the country—to California, to expand their healthy eating program at farmers markets. The stated purpose of the USDA awards is to incentivize low-income shoppers to spend their SNAP benefits on locally-grown fruits, vegetables, and nuts. Another objective is to encourage SNAP recipients to become life-long produce consumers. Clearly, forming the habit of shopping for fresh produce and cooking it at home will have a positive impact on health.

USDA Awards Nation's Largest Grant to Expand California Healthy Eating Program to More Farmers' Markets

August 9, 2017 by Ecology Center



[PRESS RELEASE] – The U.S. Department of Agriculture (USDA) has awarded the California Department of Agriculture (CDFA) and its partners a \$3.9 million Food Insecurity Nutrition Incentive (FINI) grant – the largest in the country. FINI grants are designed to increase the

purchase of fruits and vegetables among low-income people participating in the Supplemental Nutrition Assistance Program (aka SNAP, formerly food stamps).

How incentive programs work

Incentive programs, in their simplest form, provide SNAP participants with matching funds to purchase SNAP-eligible produce.

Some programs provide a dollar-to-dollar match while others establish certain limits.

The possibility of private or federal grants is very real because the USDA is supporting these matching programs. The California FINI grant is but one example.

Let's bring these grants to Hawaii. This bill should set the groundwork to do that.

--Larry and Nanette Geller / Honolulu



HB2670 HD2 SD1

Dear Senate Committee on Ways and Means,

The Honorable Donovan Dela Cruz, Chair

The Honorable Gilbert Keith-Agaran Vice Chair Members of the Senate Committee on Ways and Means

Hrg: April 4, 2018 at 10:30 AM at Conference Room 211 I am writing in strong support of HB2670 HD2 SD1, which improves access to affordable, healthy, and local fresh fruits and vegetables by creating a matching incentive program for beneficiaries of the Supplemental Nutrition Assistance Program (SNAP).

A matching incentive program that is made available in farmers' markets and other participating direct food retailers will help to reduce food insecurity and improve dietary behaviors among many of Hawaii's low-income families. Providing a dollar-for-dollar match for the purchase of fresh fruits and vegetables will increase the purchasing power of SNAP participants as it frees up room in their budget for other equally essential expenditures such as housing and health care.

Healthy produce incentives will also improve healthy eating behaviors among Hawaii's low-income families. With food costs so much higher in Hawaii than on the mainland, many SNAP (formerly known as food stamps) participants often spend their SNAP dollars on low-priced unhealthy options. Poor dietary behaviors are associated obesity, heart diseases and other chronic diseases.

The implementation of a local incentive program will also support local farmers and boost the economy. Healthy produce incentives encourage more spending by local markets and can increase farmers' income and customer base.

A matching incentive program is good for public health and the economy. I strongly support HB2670 HD2 SD1 and respectfully ask you to pass this measure out of committee.

Sincerely,

Cyd L Hoffeld	Pete Chappell	Charity Kaiwi	Madison DeLuca
Elbert Giron	Emily Schulz	Cheryl Bellisario	John Ishoda
Crystal Milne	Jenna Lee	Lisa Kehl	

From: melizar@everyactioncustom.com on behalf of [Meliza Roman](#)
To: [WAM Testimony](#)
Subject: Strong Support of HB2670 HD2 SD1, Relating to the Supplemental Nutrition Assistance Program
Date: Friday, March 30, 2018 3:57:46 PM

Dear Senate Committee on Ways and Means,

The Honorable Donovan Dela Cruz, Chair
The Honorable Gilbert Keith-Agaran Vice Chair
Members of the Senate Committee on Ways and Means

Hrg: April 4, 2018 at 10:30 AM at Conference Room 211

I am writing in strong support of HB2670 HD2 SD1, which improves access to affordable, healthy, and local fresh fruits and vegetables by creating a matching incentive program for beneficiaries of the Supplemental Nutrition Assistance Program (SNAP).

A matching incentive program that is made available in farmers' markets and other participating direct food retailers will help to reduce food insecurity and improve dietary behaviors among many of Hawaii's low-income families. Providing a dollar-for-dollar match for the purchase of fresh fruits and vegetables will increase the purchasing power of SNAP participants as it frees up room in their budget for other equally essential expenditures such as housing and health care.

This bill would further extend the benefits of SNAP. According to the US Dept of Agriculture, a "nutritious, minimal-cost" food plan would cost about \$1,161 /month for a family of 4, but in the mainland it would cost about \$639 which is almost 50% less. Since most foods in in Hawai'i costs much higher than on the mainland, many Supplemental Nutrition Assistance Program (SNAP) recipients will typically spend their money on low-priced, unhealthy options. This bill would give families more dollars to spend at farmers' markets and grocery stores if they choose to spend them on healthy fruits and vegetables. This would be an immediate incentive for low-income families knowing that they can go home with more food for their family. With sufficient funds for food, families can also make room in their budget for equally essential expenses such as for housing and health care.

Additionally, this bill can improve dietary habits among many of Hawaii's low-income families. Poor food choices are associated with obesity, heart disease, diabetes and other chronic illnesses. It will also reduce food insecurity, defined as "the state of being without reliable access to a sufficient quantity of affordable, nutritious food." Families can be assured that they will have enough funds to choose healthier options.

The implementation of a local incentive program will also support local farmers and boost the economy. Healthy produce incentives encourage more spending by local markets and can increase farmers' income and customer base. With more customers, local farms can continue to stay in business and serve the community.

A matching incentive program is good for public health and the economy. I strongly support HB2670 HD2 SD1 and respectfully ask you to pass this measure out of committee.

Sincerely,
Meliza Roman
Ewa Beach, HI 96706