

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

February 9, 2018

TO: The Honorable Representative John M. Mizuno, Chair
House Committee on Health and Human Services

FROM: Pankaj Bhanot, Director

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

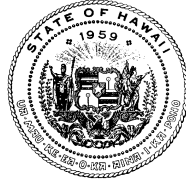
Hearing: Monday, February 9, 2018, 8:30 am
Conference Room 329, State Capitol

DEPARTMENT'S POSITION: The Department of Human Services (DHS) supports the intent of this bill. 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, provides more access to healthy fruits and vegetables, supports 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 farmers' market 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.



STATE OF HAWAII
DEPARTMENT OF HEALTH
P. O. Box 3378
Honolulu, HI 96801-3378
doh.testimony@doh.hawaii.gov

**Testimony in SUPPORT of H.B. 2670
RELATING TO THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM**

REPRESENTATIVE JOHN MIZUNO, CHAIR
HOUSE COMMITTEE ON HEALTH AND HUMAN SERVICES

Hearing Date: February 9, 2018

Room Number: 329

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 Department supports the intent of House Bill 2670 (H.B. 2670) to
5 establish a nutrition incentive program for beneficiaries of the Supplemental Nutrition Assistance
6 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 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 Department supports the intent of
10 H.B. 2670 as one component of a comprehensive approach to improve the availability and
11 accessibility of healthy foods to improve health outcomes for people in Hawaii, especially for
12 people who face greater health disparities.

13 Thank you for this opportunity to provide testimony.

14 **Offered Amendments:** The Department defers to the DOA on their offered amendments.

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

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 HOUSE COMMITTEE ON HEALTH & HUMAN SERVICES

**FEBRUARY 9, 2018
8:30 A.M.
CONFERENCE ROOM 329**

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

Chairpersons Mizuno and Members of the Committee:

Thank you for the opportunity to testify on House Bill No. 2670, which requires the Department of Agriculture to create a farmers' market dollar-for-dollar matching program promoting the purchase of Hawaii-grown fruits and vegetables for beneficiaries of the Supplemental Nutrition Assistance Program (SNAP). The Department supports the intent of 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 would request that the program include other retail or direct food-to-customer venues such as supermarkets and hypermarkets.

Thank you for the opportunity to testify on this measure.



kobayashi2 - Kevin

From: Jetney Vegas <jvegas@wcchc.com>
Sent: Wednesday, February 7, 2018 2:12 PM
To: hhstestimony
Subject: The House bill (HB 2670)

In support of double bucks especially in a Rural Native Hawaiian community.

kobayashi2 - Kevin

From: Lynn Curtis <lynnc@mauifoodbank.org>
Sent: Wednesday, February 7, 2018 3:09 PM
To: hhstestimony
Subject: Support for HB 2670

Importance: High

Hello,

I would like to voice my support for
HB 2670 on February 9, 2018.

Double bucks supports health &
nutrition for families. Farmers and the
local economy receive an extra boost!
It's win/win for communities.

Mahalo,

Lynn Curtis

Lynn Curtis
Director Agency Relations
Maui Food Bank
760 Kolu Street
Wailuku 96793
Direct line 866-5095
243-9500

Maui Food Bank is an Equal Opportunity Provider

mauifoodbank.org

choosemyplate.gov

mauiready.org

2/7/17

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

RE: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329

I am writing in strong support of HB2670, 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).

We have piloted this program on Hawaii Island with a partnership of The Food Basket and KTA Superstores. Excellent results. We hope we can expand this program. Please vote for this Bill.

Mahalo nui!

Carol R. Ignacio
Hawaii Island

Sincerely,
Carol Ignacio
Paauilo, HI

2/7/18

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Members of the House Committee on Health and Human Services

RE: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329

I am writing in strong support of HB2670, 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). This is a common sense bill that will help improve the diets and health of our low-income families.

A matching incentive program that is 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 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 and respectfully ask you to pass this measure out of committee.

Sincerely,
Stuart Coleman
Honolulu, HI

2/7/18

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The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

RE: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

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Dear Committee Members,

I am writing in strong support of HB2670, 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 direct food retail venues such as grocery stores 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.

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

Sincerely,

Valerie J Yontz, PhD
vyontz@hawaii.edu

Sincerely,
Valerie Yontz
Kailua, HI

2/7/18

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The Honorable Bertrand Kobayashi, Vice Chair
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RE: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

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I am writing in strong support of HB2670, 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).

I am professor and director of Public Health at the University of Hawai'i, testifying as an individual. Research shows that individuals who consume 5 or more fruits and vegetables are better able to control their weight than individuals who do not have a diet high in produce. Obesity is a leading cause of chronic disease, and these diseases can lead to absenteeism from school and work. Also, obesity is very costly in the long run because of high costs of care needed by people who are obese. Programs like the one proposed will help low-income families increase the number of fruits and vegetables they eat and thus help control obesity. This program also has benefits for local farmers.

A matching incentive program that is 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 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 and respectfully ask you to pass this measure out of committee.

Sincerely,
Kathyrn Braun
Honolulu, HI

2/7/18

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The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

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I am writing in strong support of HB2670, 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).

Having worked with farmers as an agricultural extension agent and with low-income families as a teacher, I know that this program would be extremely popular with local producers and consumers.

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

Sincerely,
Frederick Reppun
Kaneohe, HI

2/7/18

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

Sincerely,
Jean Butel
Honolulu, HI

2/7/18

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

Sincerely,
Marilyn Gagen
Kamuela, HI

2/8/18

The Honorable John Mizuno, Chair
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A matching incentive program is good for public health and the economy. I strongly support HB2670 and respectfully ask you to pass this measure out of committee.

Sincerely,
Bryan Mih
Honolulu, HI

2/8/18

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Sincerely,
Jinan Banna
Honolulu, HI

2/7/18

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Sincerely,
Shay Chan Hodges
Haiku, HI

2/7/18

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Sincerely,
Patti Ornellas
Lihue, HI

2/7/18

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

Sincerely,
Christine Fukui
Honolulu, HI

2/7/18

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Sincerely,
Patricia Blair
Kailua, HI

2/8/18

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

Sincerely,
Denise Della
Kapolei, HI

2/7/18

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Sincerely,
Christopher La Chica
Mililani, HI

2/7/18

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Sincerely,
Mealani Rahmer
Pahoa, HI

2/7/18

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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 with 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 and respectfully ask you to pass this measure out of committee.

Sincerely,
Michelle Gray
Honolulu, HI

2/8/18

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

RE: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329

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Sincerely,
Mae Kyono
Honolulu, HI

2/7/18

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

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Sincerely,
Normand Dufresne
Pahoa, HI

2/8/18

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Sincerely,
Linda Kalahiki
Kaneohe, HI

2/7/18

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Sincerely,
Melekaufusi Latu
Honolulu, HI

2/7/18

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Sincerely,
Laura Mo
Honolulu, HI

2/7/18

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Sincerely,
Chelsea Gonzales
Honolulu, HI

2/7/18

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Members of the House Committee on Health and Human Services

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Sincerely,
Aly Hite
Kailua, HI

2/7/18

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Sincerely,
Pualei Kaohelaulii
Kekaha, HI

2/7/18

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Members of the House Committee on Health and Human Services

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Sincerely,
Gregory Kahn
Kaunakakai, HI

2/7/18

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Sincerely,
Michael Kellar
Honolulu, HI

2/7/18

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Sincerely,
Stephanie Koo
Honolulu, HI

2/8/18

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Sincerely,
Dennis Miller
Honolulu, HI

2/7/18

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Sincerely,
Stephen Harris
Honolulu, HI

2/7/18

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Sincerely,
Annalise Busekrus
Kailua, HI

2/7/18

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Sincerely,
Elise Dela Cruz-Talbert
Honolulu, HI

2/7/18

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Sincerely,
Tenaya Jackman
Honolulu, HI

2/8/18

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Sincerely,
Kendra Medeiros
Lanai City, HI

2/8/18

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Sincerely,
Diane Omura
Wailuku, HI

2/7/18

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Sincerely,
Chris Cayton
Haiku, HI

2/7/18

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Sincerely,
Denise Mazurik
Hilo, HI

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Sincerely,
Lynette Wakinekona
Waianae, HI

2/7/18

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

RE: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329

I am writing in strong support of HB2670, 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 direct food retail venues such as grocery stores 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 with 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 and respectfully ask you to pass this measure out of committee.

Sincerely,
Brianna Murray
Honolulu, HI

2/7/18

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

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Sincerely,
Kayla Emineth
Honolulu, HI

2/8/18

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

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Sincerely,
Charlene Iboshi
Hilo, HI

kobayashi2 - Kevin

From: Tina Tamai <tintam03@gmail.com>
Sent: Wednesday, February 7, 2018 4:41 PM
To: hhstestimony
Subject: HB2670 - Double Bucks

We urge you to support HB2670 regarding Double Bucks funding. It is important to encourage and support people eating more fruits and vegetables. Not only is increased produce consumption healthier, but it is also the way to prevent obesity, diabetes and other chronic diseases.

On the economic side — boosting consumption and therefore buying more produce creates a better, more stable market for our farmers. This creates more jobs - especially in sectors don't require higher college degrees, supports and expands our economy. The other reason to establish this program — is we should be encouraging everyone, especially our low-income populations who are at risk to eat healthy and prevent disease. What easier way is to decrease and cut major healthcare costs at the back end to care for long term chronic diseases that drain our healthcare system, our workforce and our economy!!

There is no question you need to pass this bill!

Sent from my iPad

kobayashi2 - Kevin

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There is no question you need to pass this bill!

Sent from my iPad

kobayashi2 - Kevin

From: dmillikan@everyactioncustom.com on behalf of Debbie Millikan
<dmillikan@everyactioncustom.com>
Sent: Thursday, February 8, 2018 9:37 PM
To: hstestimony
Subject: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

Dear House Committee on Health and Human Services,

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair Members of the House Committee on Health and Human Services

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329

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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 and respectfully ask you to pass this measure out of committee.

Sincerely,
Debbie Millikan
Honolulu, HI 96815

kobayashi2 - Kevin

From: danamh@everyactioncustom.com on behalf of Dana Hazelton
<danamh@everyactioncustom.com>
Sent: Thursday, February 8, 2018 4:54 PM
To: hhstestimony
Subject: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

Dear House Committee on Health and Human Services,

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair Members of the House Committee on Health and Human Services

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329

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Sincerely,
Dana Hazelton
Koloa, HI 96756

kobayashi2 - Kevin

From: joseph@everyactioncustom.com on behalf of Joseph Kohn MD
<joseph@everyactioncustom.com>
Sent: Thursday, February 8, 2018 12:29 PM
To: hhstestimony
Subject: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

Dear House Committee on Health and Human Services,

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The Honorable Bertrand Kobayashi, Vice Chair Members of the House Committee on Health and Human Services

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329

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Sincerely,
Joseph Kohn MD
Wailuku, HI 96793

kobayashi2 - Kevin

From: mhalzel@everyactioncustom.com on behalf of Melody Halzel
<mhalzel@everyactioncustom.com>
Sent: Thursday, February 8, 2018 11:30 AM
To: hhstestimony
Subject: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

Dear House Committee on Health and Human Services,

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair Members of the House Committee on Health and Human Services

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329

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

Sincerely,
Melody Halzel
Honolulu, HI 96822

kobayashi2 - Kevin

From: Jenna22@everyactioncustom.com on behalf of Jenna Lee <Jenna22@everyactioncustom.com>
Sent: Thursday, February 8, 2018 9:32 AM
To: hhstestimony
Subject: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

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Sincerely,
Jenna Lee
Honolulu, HI 96822

kobayashi2 - Kevin

From: john.s.ishoda@everyactioncustom.com on behalf of John Ishoda
<john.s.ishoda@everyactioncustom.com>
Sent: Thursday, February 8, 2018 8:59 AM
To: hhstestimony
Subject: Strong Support of HB2670, Relating to the Supplemental Nutrition Assistance Program

Dear House Committee on Health and Human Services,

The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair Members of the House Committee on Health and Human Services

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329
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A matching incentive program is good for public health and the economy. I strongly support HB2670 and respectfully ask you to pass this measure out of committee.

Sincerely,
John Ishoda
Honolulu, HI 96817



February 9, 2018

Representative Mizuno, Chair
Representative Kobayashi, Vice Chair
Honorable Members of the House Committee on Health & Human Services

RE: **STRONG SUPPORT HB2670** Relating to the Supplemental Nutrition Assistance Program

Chair Mizuno, Vice-Chair Kobayashi and Members of the Committee:

Thank you for this opportunity to testify in strong support of HB2670, which is a way to provide increased access to healthy, local foods. We support this legislation because all members of our community should have the same opportunities to eat healthy, which will support their overall health and sense of well-being. Furthermore, from an economic position, this bill puts more money into our local farming community helping to create financial stability for farmers, which in turn strengthen entire community economies.

At Blue Zone Projects, we support healthy lifestyle habits through a variety of avenues including access to local and healthy sourced foods. This measure helps the people who receive SNAP benefits to purchase more healthy foods at farmers markets. It gives them a dollar per dollar match up to \$20, doubling their buying power when purchasing fresh, local fruits and vegetables. Similar programs have been funded on a smaller scale such as the one in Hawaii county with great success. Over the course of the four-month pilot on the Big Island, there was nearly a 20% increase in sales of the incentivized local, healthy fresh produce. There is a significant amount of support by all stakeholders, and they are staunch proponents of broadening this program statewide.

As Hawaii strives to find more food security, sustain its ever-growing population and explores pathways to strengthen its financial well-being, programs that benefit many aspects of the community need to be cultivated and broadened. We urge you to pass HB2670 in order to continue this important conversation. Mahalo for your consideration.

Sincerely,

Peggy Mierzwa

Peggy Mierzwa
Statewide Policy Lead
Blue Zones Project—Hawaii

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Hawaii by



An Independent Licensee of the Blue Cross and Blue Shield Association

HB-2670

Submitted on: 2/7/2018 2:10:31 PM

Testimony for HHS on 2/9/2018 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Carol R. Ignacio	Blue Zones Project	Support	No

Comments:



Date: February 9, 2018

To: The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

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

Re: STRONG SUPPORT for HB 2670, Relating to the Supplemental Nutrition Assistance Program

Hrg: February 9, 2018 at 8:30am at Conference Room 329

Thank you for the opportunity to testify in **Strong Support** of HB 2670, 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).

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.

Offered amendments:

1. HIPHI requests that Page 2, lines 16-19 be amended to include other retailers in addition to farmers markets that participate in SNAP such as grocery stores and that incentive purchases be used for Hawaii-grown fresh fruits and vegetables. HIPHI defers to HDOA on the language for this section.
2. HIPHI requests that the legislature consider renaming this program from "farmers market matching incentive program" to "Local Healthy Food incentive program" updating various sections as appropriate.

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

HB 2670 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.

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 produceⁱ. 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, HB 2670 can help to improve healthier dietary behaviors.

HB 2670 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 HB 2670 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).

HB-2670

Submitted on: 2/8/2018 5:34:21 AM

Testimony for HHS on 2/9/2018 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Melodie Aduja	OCC Legislative Priorities	Support	No

Comments:

**PRESENTATION OF THE
OAHU COUNTY COMMITTEE ON LEGISLATIVE PRIORITIES
DEMOCRATIC PARTY OF HAWAII**

TO THE COMMITTEE ON HEALTH & HUMAN SERVICES

THE SENATE

TWENTY-NINTH LEGISLATURE

REGULAR SESSION OF 2018

Friday, February 9, 2018

8:30 a.m.

Hawaii State Capitol, Conference Room 329

**RE: Testimony in Support of HB 2670, RELATING TO
SUPPLEMENTAL NUTRITION ASSISTANCE
PROGRAM**

To the Honorable John M. Mizuno, Chair; the Honorable Bertrand Kobayashi, Vice-Chair, and Members of the Committee on Health & Human Services:

Good morning. My name is Melodie Aduja. I serve as Chair of the Oahu County Committee ("OCC") Legislative Priorities Committee of the Democratic Party of Hawaii ("DPH"). Thank you for the opportunity to provide written testimony on House Bill No.2670 relating to a farmers' market dollar-for-dollar matching program for beneficiaries of the Supplemental Nutrition Assistance Program.,

The OCC Legislative Priorities Committee is in support of House Bill No.2670 and is in favor of its passage.

House Bill No. 2670 is in accord with the Platform of the Democratic Party of Hawai'i ("DPH"), 2016, as it requires the Department of Agriculture to create a farmers' market 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)).

As House Bill No. 2670 creates a farmers' market 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, Tel.: (808) 258-8889



February 8, 2018

To: House Committee on Health and Human Services
The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

Re: **Strong Support for HB2670**

Hrg: February 9, 2018 at 8:30am room 329

The Hawaii Public Health Association is a group of over 600 community members, public health professionals and organizations statewide dedicated to improving public health. HPHA also serves as a voice for public health professionals and as a repository for information about public health in the Pacific.

HPHA strongly supports **HB2670**, 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 direct food retail venues such as grocery stores 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.

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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. We strongly support SB2398 and respectfully ask you to pass this measure out of committee.

Thank you for the opportunity to provide testimony on important health issues affecting people in Hawaii.

Respectfully submitted,

A handwritten signature in black ink that reads 'Holly Kessler'.

Holly Kessler, Executive Director
Hawaii Public Health Association



February 9, 2018

To: Representative John M. Mizuno, Chair
Representative Bertrand Kobayashi, Vice Chair
House Committee on Health & Human Services

From: Mandy Finlay, Director of Public Policy
Hawaii Children's Action Network

Re: **HB 2670 – Relating to the Supplemental Nutrition Assistance Program**
Hawaii State Capitol, Room 329, February 9, 2018, 8:30 AM

On behalf of Hawaii Children's Action Network (HCAN), we are writing to strongly support HB 2670, which creates a dollar-for-dollar matching program for the supplemental nutrition assistance program at farmer's markets.

This measure would help low-income families to make healthier choices with their meals. In Hawaii, more than one in four kindergartners are overweight or obese. As a state, we spend an estimated \$470 million annually on obesity-related medical costs. Hawaii's children also have one of the highest rates of dental caries (cavities) in the nation, double the national average. These figures underscore the need to improve access to healthy food and beverages to ensure that the children of Hawaii can make healthy choices to prevent obesity and dental decay.

Hawaii has the highest food costs in the nation and fresh, locally-grown produce is often more costly than processed foods. By creating double the value of SNAP benefits when purchasing fresh produce at the farmer's market, this measure would make healthy food a more affordable option and help to alleviate the negative health outcomes associated with poverty, leading to healthier keiki.

For these reasons, HCAN respectfully requests that the committee vote to pass this bill.



P.O. Box 253, Kunia, Hawai'i 96759
Phone: (808) 848-2074; Fax: (808) 848-1921
e-mail info@hfbf.org; www.hfbf.org

February 9, 2018

HEARING BEFORE THE
HOUSE COMMITTEE ON HEALTH & HUMAN SERVICES

TESTIMONY ON HB 2670
RELATING TO THE SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

Room 329
8:30 AM

Aloha Chair Mizuno, Vice Chair Kobayashi, 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, 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. We respectfully suggest that roadside stands and CSAs are also included in this program.

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



February 8, 2018

HB 2670, SD1 Relating to the Supplemental Nutrition Assistance Program
State Capitol, Conference Room 329

The Oahu Economic Development Board supports HB2670, to reduce food insecurities, improve dietary behaviors among low-income families, support farmers, and boost the local economy.

Double Up doubles the purchasing power of Hawai'i's low-income families, freeing up room in their budget for other expenditures like housing and healthcare.

Evaluation data from other states have shown that as a result of supplemental nutrition programs, families eat more fruits and vegetables, as well as a larger variety of fruits and vegetables. The data has also shown that families eat fewer chips, candies, and cookies.

Nutrition incentives increase sales and farm income, and will increase local farmers' customer base.

Double Up is an effective way to keep federal funding circulating in the local economy. Using the USDA's economic multiplier coefficients, the \$1.6 million in SNAP at Hawai'i farmers' markets (2016) generates nearly double the economic impact, by encouraging more spending by local businesses.

These results of HB 2670 align with the Oahu Economic Development Board priorities of retaining existing businesses in Hawaii and assisting in their health, and where possible expansion. Lastly, we believe that Economic Development delivers improved quality of life and standard of living. HB 2670 allows the people of Hawaii to prioritize their health, and will allow them to provide funding for other investments that may increase their standard of living such as housing and healthcare.

If you would like further input from me, please do not hesitate to call on me.

Sincerely,

Pono Shim
President and CEO
Oahu Economic Development Board





**WAIANAЕ COAST
COMPREHENSIVE
HEALTH CENTER**
www.wcchc.com

February 8, 2018

Committee on Health and Humans Services

Rep. John M. Mizuno, Chair

Rep. Bertrand Kobayashi, Vice Chair

Submitted by: Mr. Richard Bettini, President & CEO, Waianae Coast Comprehensive Health Center

TESTIMONY IN SUPPORT OF HB2670 - Relating to the Supplemental Nutrition Assistance Program

Thank you for this opportunity to testify in strong support of HB2670, 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).

The Waianae Coast Comprehensive Health Center (WCCHC) is Hawaii's largest and oldest federally qualified community health center and is the only safety-net provider serving the medically underserved along the Waianae Coast. The communities served are impoverished and 29% of families receive SNAP or other forms of public assistance, the highest rate in Hawaii. Our patients suffer from a variety of health disparities including diabetes, obesity, and cardiovascular disease. Optimal nutrition and access to healthy foods is imperative, but often difficult, for our families. Fresh produce, especially local produce, is expensive, even with SNAP benefits.

To improve access to healthier foods, in 2008, WCCHC held the first Makeke Farmers Market in Waianae. *The primary purpose of the Mākeke Markets is to help cultivate a community that is healthy in mind, body and spirit by providing vibrant gathering places for the community, local food producers and Hawaiian cultural practitioners.* Since then, the Market has expanded to three locations along the Waianae Coast, serving about 2,000 people each week. The Makeke Markets were one of the first in the State to enable a SNAP recipient to use their EBT cards to purchase produce and other nutritious foods. Last year, the Market did almost \$140,000 in SNAP sales (the highest in the State) and doubled to almost \$72,000 of that amount of fresh locally sourced foods.

Numerous reports 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. In light of these reports, in 2013, WCCHC sought and received its first grant enabling the WCCHC Farmer's markets to provide matching "Double Bucks" type produce coupons to SNAP recipients and those participating in WCCHC chronic disease management programs. The program has been very popular and very successful in motivating Waianae community members to purchase more fruits and vegetables.

The ongoing challenge has been acquiring the funding to sustain these effective incentive programs. Our Health Center has spent a great deal of time and effort to try to keep the program continuously funded, with mixed success.

As such, we strongly support HB2670, which will expand and sustain incentive-based produce purchasing programs for SNAP recipients, among our most vulnerable families in Hawaii.

Thank you for allowing us to provide this testimony.

Feb. 7, 2018

To: COMMITTEE ON HEALTH & HUMAN SERVICES
Honorable John M. Mizuno, Chair
Honorable Bertrand Kobayashi, Vice Chair

Fr: Kristin Frost Albrecht, Interim Executive Director
The Food Basket, Hawaii Island's Food Bank



Testimony in Strong Support of HB 2690, Relating to the Supplemental Nutrition Assistance Program

Good Afternoon, Chair Mizuno and Vice Chair Kobayashi,

My name is Kristin Frost Albrecht and I am the Interim Executive Director of The Food Basket Inc., Hawaii Island's Food Bank. Our mission is to "End hunger in Hawaii County". We strongly support this bill.

The Food Basket has been pioneering dollar for dollar matching programs for locally grown produce on the Big Island for since 2014. We deeply believe the passage of this bill will provide much needed food cost relief for low income families and access to locally grown fresh vegetables and fruit that they otherwise couldn't afford.

The Food Basket operates a Community Supported Agriculture (CSA) program called *Ho`olaha Ka Hua* "DA BOX" that provides a box of produce featuring 7-8 locally grown vegetables and fruit once a week, year round and island wide. We source produce from over 55 Big Island farmers and provide SNAP customers an incentive price that allows them to access locally grown produce that otherwise would be too expensive to purchase on a weekly basis. (SNAP stands for the Supplemental Nutrition Assistance Program formerly known as food stamps.) With the nutrition incentive dollar for dollar matching program we've grown our program to nearly 200 customers a week, with over half of those being SNAP customers.

We have also just completed a pilot project with KTA Superstores with our Double Up Food Bucks "DA BUX" program that provides a 50% discount on Big Island grown produce on the third week of the month at Point of Sale (POS) at the grocery store check-out for SNAP customers. In our 4 month pilot we saw the SNAP sales of eligible DA BUX produce increase nearly 20% on average - and with little to no advertising.

Finally, we also operate DA BUX at 4 farmers markets on Hawaii Island - 2 in West Hawaii and 2 in East Hawaii again on the 3rd week of the month providing a \$1 for \$1 match on Hawaii Island grown produce to SNAP customers.

During our 4 month pilot period in East Hawaii, our programs brought in \$40,000 on sales of Big Island grown produce with \$20,000 of that being federal nutrition incentive dollars going back into our local economy, benefitting our island farmers, low income residents and improving food security. Given both grocery store sales and farmers market sales were limited to one week and one day of the month respectively, expansion of this program statewide with multiple outlets and extended program implementation times, would be hugely beneficial for farmers and low income consumers.

Why we support this bill:

- Double Up Food Bucks helps Hawaii's low-income families eat more fruits and vegetables while supporting Hawaiian farmers and growing local economies.
- It provides an immediate incentive for cash-strapped families to purchase quality fresh produce. For instance, if a family spends \$20 in their SNAP benefits at the farmers market, they get \$20 in Double Up Food Bucks to spend on locally grown fruits and vegetables. This means they bring home \$40 of healthy food for just \$20.
- Double Up Food Bucks is a win/win/win and provides great benefits to 3 sectors: Low-income families eat more healthy food, our farmers gain new customers and make more money, and more food dollars stay in our local economy. Each has a positive ripple effect of benefits.

Communities & Farm Income:

- Double Up helps our local family farmers and island communities.
- With this program, farmers gain new customers and make more money. This stimulates production and sends positive economic ripples throughout our local farms.
- Double Up Food Bucks DA BUX also provides an important market for beginning farmers, helping them grow their businesses.
- Fact: Last year, our Double Up Food Bucks DA BUX program benefitted over 55 farmers on the Big Island.

Economic Development:

- Double Up Food Bucks is a powerful way to stimulate our local economy.
- Doubling federal nutrition benefits on locally grown produce keeps more food dollars circulating in our community, creating jobs and economic opportunity.

The Public Health Benefits:

- Double Up Food Bucks is designed to meet families' immediate needs for healthy food while also supporting healthier communities by addressing the underlying causes of poor diet in both urban and rural communities.
- With Double Up, federal nutrition dollars work harder—simultaneously reducing hunger while supporting healthier diets for SNAP households, which can support long-term healthcare savings.

Hunger:

- Low-income families should not have to choose between being hungry and being healthy. With programs like Double Up Food Bucks, they don't have to make that choice.
- This is a practical, bipartisan approach to improving the health impact of the SNAP program in our state.

What our customers say about Double Up Food Bucks DA BUX:

"The DA BUX Double Up Food Bucks program has been the best food option for our family because it allows us to bring home and prepare twice as many healthy meals. I support state funding to expand the DA BUX Double Up Food Bucks program to connect with more families who want to prepare healthier meals.

Steve Motherwell (Big Island)

I LOVE DA BUX program as it helps us to purchase more fresh, healthy foods and experience new foods we wouldn't normally try.

Mahalo!

Laura (Big Island)

We respectfully ask your committees to pass this bill.

Thank you for the opportunity to testify.

Kristin Frost Albrecht
The Food Basket Inc., Hawaii Island's Food Bank
40 Holomua St.
Hilo, HI 96720
808-903-6030

HB-2670

Submitted on: 2/7/2018 1:38:02 PM

Testimony for HHS on 2/9/2018 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Monica Esquivel MS RD		Support	No

Comments:

- **Reduce food insecurity.** Double Up doubles the purchasing power of Hawai'i's low-income families, freeing up room in their budget for other expenditures like housing and healthcare.
- **Improve dietary behaviors among low-income families.** Evaluation data from programs in other states have shown that families eat more fruits and vegetables, eat a larger variety of fruits and vegetables, and eat fewer chips, candy, and cookies.
- **Support farmers.** Nutrition incentives increase sales and farm income and increase farmers' customer base.
- **Boost the local economy.** Double Up is an effective way to keep federal funding circulating in the local economy. Using the USDA's economic multiplier coefficients, the \$1.6 million in SNAP at Hawai'i farmers' markets (2016) generates nearly double the economic impact, by encouraging more spending by and local businesses.

HB-2670

Submitted on: 2/7/2018 2:18:45 PM

Testimony for HHS on 2/9/2018 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Alicia Higa	Waianae Coast Comprehensive Health Center	Support	No

Comments:

Aloha!

My name is Alicia Higa and I am the Director of Health Promotion & Disease Prevention at the Waianae Coast Comprehensive Health Center. Part of my role at the health center is to develop programs that help to strengthen our community food systems, such as our 3 weekly farmers' markets and our EBT Double Bucks Program. In 2008, our health center opened its first farmers' market and was the first on the island to accept EBT for payment at a farmers' market. We have since expanded and developed our own program through private funding to incentivize EBT/SNAP purchases of fresh local fruits, vegetables, poi, honey, eggs, fish, meats and low fat dairy. As the state's leading farmers' market in EBT/SNAP sales, we are happy to report that last year we did \$137,721 in SNAP sales and doubled almost \$72,000 on locally sourced whole foods in our Waianae community (a "food desert").

I am humbly asking for your support on SB2398. By supporting a statewide initiative to incentivize SNAP purchases on fresh locally sourced whole foods, you will leverage Federal dollars to move our State towards being food secure, create a healthier population and create a stronger economy for our farmers and local food producers. This program is a WIN-WIN and will end up saving our state a lot of money that will otherwise go to treating this population for the health disparities they suffer due to poor eating habits.

Mahalo in advace for your consideration!

Aloha,

Alicia Higa

HB-2670

Submitted on: 2/7/2018 3:10:26 PM

Testimony for HHS on 2/9/2018 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Nancy Redfeather	Ka Ohana O Na Pua	Support	No

Comments:

According to the very recent ALICE report created by Bank of Hawai'i, Kamehameha Schools, Aloha United Way, and Hawai'i Community Foundation, 55% of all people on Hawai'i Island can really no longer afford to live here due to rising costs. Increasing both the number of SNAP recipients, and their benefits, is a win win for Hawaii's people, markets, farmers, and distributors.

HB-2670

Submitted on: 2/7/2018 3:57:02 PM

Testimony for HHS on 2/9/2018 8:30:00 AM

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

Comments:

Please support this important bill which will improve the health of our keiki!

Larry and Nanette Geller
Honolulu, HI 96817

HB2670
HHS
Friday, February 9, 2018
8:30 a.m.
Room 329

COMMITTEE ON HEALTH & HUMAN
SERVICES

Rep. John M. Mizuno, Chair
Rep. Bertrand Kobayashi, Vice Chair

February 7, 2018

Re: HB2670 Relating to the Supplemental Nutrition Assistance Program

In Strong Support

Dear Rep. Mizuno, Rep. Kobayashi 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.

Importance of the direct-to-consumer model

Sales at farmers's 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.



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 in farmers' markets buy produce which is fresher and cheaper than even the same products from the same farm sold in supermarkets. They not only buy local produce but may buy other locally-produced food products sold at the markets. In supermarkets they will buy more 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.

This bill establishes a special fund that would receive similar grants (“any public or private grants, awards, or gifts for the purpose of the farmers' market matching incentive program”).

How incentive programs work

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

Some programs provide a dollar-to-dollar match while others establish certain limits. There may be a cap to the match, for example, up to \$10 per day.

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.

Note: §141-(b) appears to be ambiguous and should be amended. \$20 per day? Match for produce only?

--Larry and Nanette Geller
Honolulu

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).





Email: communications@ulupono.com

HOUSE COMMITTEE ON HEALTH & HUMAN SERVICES
Friday, February 9, 2018 — 8:30 a.m. — Room 329

Ulupono Initiative Strongly Supports HB 2670, Relating to the Supplemental Nutrition Assistance Program

Dear Chair Mizuno, Vice Chair Kobayashi, 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, 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 unhealthier 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



HAWAII APPLESEED

CENTER FOR LAW & ECONOMIC JUSTICE

Testimony of Hawai'i Appleseed Center for Law and Economic Justice
Supporting HB 2670 – Relating to the Supplemental Nutrition Assistance Program
House Committee on Health & Human Services
Scheduled for hearing at on Friday, February 9, 2018, 8:30 AM, in Conference Room 329

Dear Chair Mizuno, Vice Chair Kobayashi, and members of the Committee:

Thank you for the opportunity to testify in SUPPORT of **HB 2670**, which would create a farmers' market 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 SB 2398 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.

HB-2670

Submitted on: 2/7/2018 3:27:22 PM

Testimony for HHS on 2/9/2018 8:30:00 AM

Submitted By	Organization	Testifier Position	Present at Hearing
Maria Teresa Belardo		Support	No

Comments:

I strongly support this bill. It's very important to have access to fresh, local products. This bill will hopefully encourage SNAP beneficiaries to support their local farmers and have local and fresh produce available to them. Please pass this bill. Mahalo!

Date: February 7, 2018

To: The Honorable John Mizuno, Chair
The Honorable Bertrand Kobayashi, Vice Chair
Members of the House Committee on Health and Human Services

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

Hrg: February 9, 2018 at 8:30 AM at Capitol Room 329

Aloha House Committee on Health and Human Services,

I am writing in strong **SUPPORT of HB2670** 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 unhealthful 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** and respectfully ask you to pass this measure out of committee.

Mahalo nui for your consideration,

Forrest Batz, PharmD
Keaau, HI

HB-2670

Submitted on: 2/7/2018 3:29:15 PM

Testimony for HHS on 2/9/2018 8:30:00 AM

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

Comments:

Please support [HB2670](#) to make it easier and more attractive to choose healthy food.

HB-2670

Submitted on: 2/9/2018 7:02:10 AM

Testimony for HHS on 2/9/2018 8:30:00 AM

LATE

Submitted By	Organization	Testifier Position	Present at Hearing
Cherie Andrade	Blue Zones Project-Koolaupoko	Support	No

Comments:



Friday, February 9, 2018
Conference Room 329

House Committee on Health and Human Services

To: Representative John M. Mizuno, Chair
Representative Bertrand Kobayashi, Vice Chair

From: Michael Robinson
Vice President & Government Relations

Re: Testimony in Support of HB 2670, Relating to the Supplemental Nutrition Assistance Program

My name is Michael Robinson and I am Vice President and Government Relations at Hawai'i Pacific Health. Hawai'i Pacific Health is a not-for-profit health care system with over 70 locations statewide including medical centers, clinics, physicians and other caregivers serving Hawai'i and the Pacific Region with high quality, compassionate care. Its four medical centers – Kapi'olani, Pali Momi, Straub and Wilcox – specialize in innovative programs in women's health, pediatric care, cardiovascular services, cancer care, bone and joint services and more. Hawai'i Pacific Health is recognized nationally for its excellence in patient care and the use of electronic health records to improve quality and patient safety

I testify in support of HB 2670 which creates a healthy produce incentive program in the Department of Agriculture for SNAP participants. The program would give those on Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps) a dollar-for-dollar match of up to \$20 for the purchase of local fresh fruits and vegetables which would benefit both SNAP participants and local farmers.

The Double Up Food Bucks program doubles the purchasing power of Hawaii's low-income families. With food costs estimated to be 61% higher in Hawaii than on the mainland, many SNAP participants spend their SNAP dollars at large national discount food chains on cheap processed food because many lower income families can't afford healthier options. Evaluation data from similar programs in other states have shown that such programs effectively support low-income families in affecting improvements in their dietary behaviors.

Nutrition incentives increase sales and farm income by increasing local farmers' customer base. Double Up Food Bucks is an effective way to keep federal funding circulating in our local economy. Using the USDA's economic multiplier coefficients, the

\$1.6 million in SNAP at Hawai'i farmers' markets (2016) generates nearly double the economic impact, by encouraging more spending by local businesses.

Hawaii Pacific Health is dedicated to improving the health and well-being of the people of Hawaii. The Double Up Food Bucks Program will improve the nutritious food options available to low-income families. Healthy dietary behavior is a huge determinant of long term health outcomes. Through incentivizing the purchase of local fresh produce, this program will also decrease healthcare costs over these families lifetimes.

Thank you for your consideration of this testimony in support of HB 2670.

kobayashi2 - Kevin

From: Tina Tamai <tintam03@gmail.com>
Sent: Wednesday, February 7, 2018 4:41 PM
To: hhstestimony
Subject: HB2670 - Double Bucks

We urge you to support HB2670 regarding Double Bucks funding. It is important to encourage and support people eating more fruits and vegetables. Not only is increased produce consumption healthier, but it is also the way to prevent obesity, diabetes and other chronic diseases.

On the economic side — boosting consumption and therefore buying more produce creates a better, more stable market for our farmers. This creates more jobs - especially in sectors don't require higher college degrees, supports and expands our economy. The other reason to establish this program — is we should be encouraging everyone, especially our low-income populations who are at risk to eat healthy and prevent disease. What easier way is to decrease and cut major healthcare costs at the back end to care for long term chronic diseases that drain our healthcare system, our workforce and our economy!!

There is no question you need to pass this bill!

Sent from my iPad