

House Business Affairs & Labor

02/06/2025 01:30 PM

HB25-1010 Prohibiting Price Gouging in Sales of Necessities

Typed Text of Testimony Submitted

Name, Position, Representing	Typed Text of Testimony
<p>Jeany Rush Against themselves</p>	<p>TO: Committee on House Business Affairs & Labor RE: HB25-1010 Prohibiting Price Gouging in Sales of Necessities Sponsors: Zokaie, Brown, Weissman 2-6-25 FROM: Jeany Rush, Colorado Springs, Constituent VOTE: NO</p> <p>This bill harms our economy, our communities in several ways.</p> <p>The bill creates another new authority/for bond issuing, for management, and more funds for the state to need from the taxpayers. Further this agency is unelected, and still can bypass voters for a new debt.</p> <p>Also, this lends to more movement around our Tabor.</p> <p>This is another socialist/communist style circular cycle, to control prices, costs everyone on the other end.</p> <p>We do not have a real accountability, and controlling the market beyond already existing law. We cannot keep having government run all of our lives. In the event of a true crisis, not the lies of Covid or Avian bioweapons, our communities can act.</p>
<p>Carmen Moordian For Hunger Free CO</p>	<p>Hunger Free Colorado is a statewide nonprofit committed to ensuring all Coloradans have access to nutritious, affordable food. We connect individuals and families to essential food resources and advocate for policies that improve food access for low-income households. Through our food resource hotline, we offer application assistance for SNAP and link callers to local resources. We also collaborate with around 60 local organizations statewide, providing technical support and funding for SNAP outreach.</p> <p>In our daily work serving low-income households across the state, one thing has become abundantly clear: Coloradans are struggling to meet their basic needs, and hunger continues to be a pressing issue in our state. Our staff hears daily from individuals and families grappling with the challenge of affording food, often forced to choose between food and other essentials like rent, utilities, or medical expenses. One theme consistently emerges as a top challenge: SNAP benefits simply do not last until the end of the month. As food prices continue to climb, it becomes clear that this situation is increasingly unsustainable for too many Colorado families. For</p>

	<p>individuals and families who are not eligible for SNAP or other public assistance programs, this challenge is even more daunting.</p> <p>Our experiences with food insecurity align with broader trends in Colorado. The 2023 Colorado Health Access Survey found 11.2% of Coloradans ate less due to affordability issues, up from 8.1% in 2021 and 9.6% in 2019. Hunger remains a growing concern, even as the state recovers from the Public Health Emergency. The high demand for food assistance is evident in the elevated volume of calls to our hotline and reports from food banks and pantries, with demand continuing to outpace available resources.</p> <p>Food insecurity is complex, but affordability is a key factor. When the cost of food exceeds what families can afford, they struggle to make ends meet. As food prices rise faster than wages or inflation, purchasing power declines. According to the USDA, food prices increased 9.9% in 2022 and another 5.8% in 2023, with projections for more increases in 2025. Without a corresponding rise in wages or benefits, this creates greater hardship for Coloradans on tight budgets. These statistics reflect real struggles, as families are forced to make painful sacrifices to provide for their loved ones.</p> <p>Addressing food insecurity in Colorado requires more than just food assistance—it also means tackling the rising cost of food, a growing barrier for many. The affordability of food is closely tied to ensuring every Coloradan has the resources to thrive. That’s why we strongly support HB25-1010, which would help protect residents from practices driving up food costs and treat food as a basic right.</p> <p>We urge lawmakers to consider the increasing barriers to food security faced by Coloradans due to rising food costs and insufficient support. Hunger is not about scarcity, but affordability and economic inequality. Without action, food insecurity will worsen for many families. HB25-1010 is a crucial step, and we fully support its passage.</p>
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In our daily work serving low-income households across the state, one thing has become abundantly clear: Coloradans are struggling to meet their basic needs, and hunger continues to be a pressing issue in our state. Our staff hears daily from individuals and families grappling with the challenge of affording food, often forced to choose between food and other essentials like rent, utilities, or medical expenses. One theme consistently emerges as a top challenge: SNAP benefits simply do not last until the end of the month. As food prices continue to climb, it becomes clear that this situation is increasingly unsustainable for too many Colorado families. For individuals and families who are not eligible for SNAP or other public assistance programs, this challenge is even more daunting.

Our experiences with food insecurity align with broader trends in Colorado. The 2023 Colorado Health Access Survey found 11.2% of Coloradans ate less due to affordability issues, up from 8.1% in 2021 and 9.6% in 2019. Hunger remains a growing concern, even as the state recovers from the Public Health Emergency. The high demand for food assistance is evident in the elevated volume of calls to our hotline and reports from food banks and pantries, with demand continuing to outpace available resources.

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HB25-1010 Prohibiting Price Gouging on Necessities
House Business Affairs & Labor Committee
February 6, 2025

Louise Myrland, vice president of programs, louisem@wfco.org

My name is Louise Myrland and I am the vice president of programs at The Women's Foundation of Colorado. Thank you for this opportunity to share our perspective on this bill. I want to also thank the bill sponsors for their leadership on this important issue. We urge the committee to vote yes on 1010.

The Women's Foundation is the only statewide, community-funded foundation protecting the progress and advancing gender, racial, and economic equity for all Colorado women. We appreciate your consideration of this bill to protect Coloradans from price gouging on necessities because throughout our state, Coloradans are concerned about the rising cost of living and women face some of the greatest challenges in meeting their families' basic needs.

Through research and learning with partners, we understand the many barriers to economic security facing women throughout the state. Women in our state are [over-represented in jobs that pay low wages](#) and are [more likely to experience poverty](#). Data from the [National Women's Law Center](#) show that women are paid less on average than men (women working full-time, year round were paid 84 cents compared to every dollar paid to men) and the pay gaps are staggering for women of color, with [Latinas earning only 55 cents compared to every dollar](#) paid to white men (the highest earning group). A 2022 report from [Colorado Center on Law and Policy](#) found that nearly 1 in 4 households in Colorado had income inadequate to meet their basic needs and nearly 3 in 4 single mothers of color raising children in our state struggled to cover basic living expenses.

Women are not alone in the struggle to cover increasing costs of living. According to a recent [poll](#) of Coloradans conducted by the Colorado Health Foundation, 86 percent of respondents identified the rising costs of living as an extremely or very serious problem. The rising cost of living in our state was a top problem throughout the state for Coloradans of every background and across the political spectrum.

Coloradans need help affording the necessities. Essential products like diapers, period products, and incontinence products are a necessity for women and families to go to school and work. Over the years we have advocated for several bills that will lower the prices for these goods and make them more accessible. Still, people are struggling to access them and it's forcing them to make hard decisions like declining to send their children to child care because they can't afford enough diapers or deciding not to go to school because they can't access period products. These products, along with so many others, are vital for women, families, and all Coloradans to go about their daily lives. Our state will be better off if we can make them more accessible for all.

I thank you for your consideration and ask you to vote yes.

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