

A...

farmers' market promotion

employer partnership

employee wellness

employee appreciation

...program from



&



# 2021 Impact Report

## 23 Participating Employers

- More than 1500 people exposed to program
- At least 700 people spent vouchers at 36 markets
- Total vouchers spent = \$30,000



20 South Main Street • Brewer • Maine • 04412



# 2021 Impact Report



## Survey Findings

*78 Survey Responses  
(12% of total estimated participants)*

## Because of Bumper Crop...

- 41% shop more often at FM's
  - 3 to 6 more market visits per person vs 2020
  - spending \$2200 to \$5000 of their own funds in 2021
- 59% visited a new market
- 92% spent their own money along with their vouchers (\$22 average)
- 63% are eating more fruits and vegetables
- 33% brought a friend who spent their own money

# 2021 Impact Report



Extrapolating the survey data

Because of Bumper Crop...

- 385 shoppers visiting a market for their first time in 2021
- 281 shoppers going more often in 2021 (*reporting behavior change*)
  - Spending range of \$20,000 to \$44,000 of their own money
- Additional \$7k in cash spending from those who didn't report behavior change
- Total impact of \$56,000 to \$80,000 additional sales at 36 FM's in 2021
- 410 people eating more fruits and vegetables in 2021

# Sign up your workplace today!

Learn more at [mffm.org/bumpercrop](https://mffm.org/bumpercrop)

## Contact MFFM

Jimmy Cesario-DeBiasi

[director@mffm.org](mailto:director@mffm.org)

207 370 1524

