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
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

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