



A...

farmers' market promotion

employer partnership

employee wellness

employee appreciation

...program from



&



# 2022 Impact Report

## 48 Participating Employers

- More than 3500 people introduced to program
- Over \$115,000 in circulation
- Voucher redemption reported at 42 markets
- Total vouchers Redeemed = Over \$45,000
- Estimated total additional spending = \$150k+



# MaineHealth

# 2022 Impact Report



Survey Findings *120 Survey Responses*

## Because of Bumper Crop...

- 45% shop more often at FM's
  - Average of 3 more visits per person in 2022 vs 2021
- 53% visited a new market
- 88% spent their own money along with their vouchers (\$22 average)
- 64% are eating more fruits and vegetables
- 40% brought a friend who spent their own money



# Bumper Crop Redemption across Maine

Western Maine

6.6%

The County

1.0%

Southern Maine

3.0%

Portland - Brunswick Area

23.2%

Midcoast

5.7%

Downeast

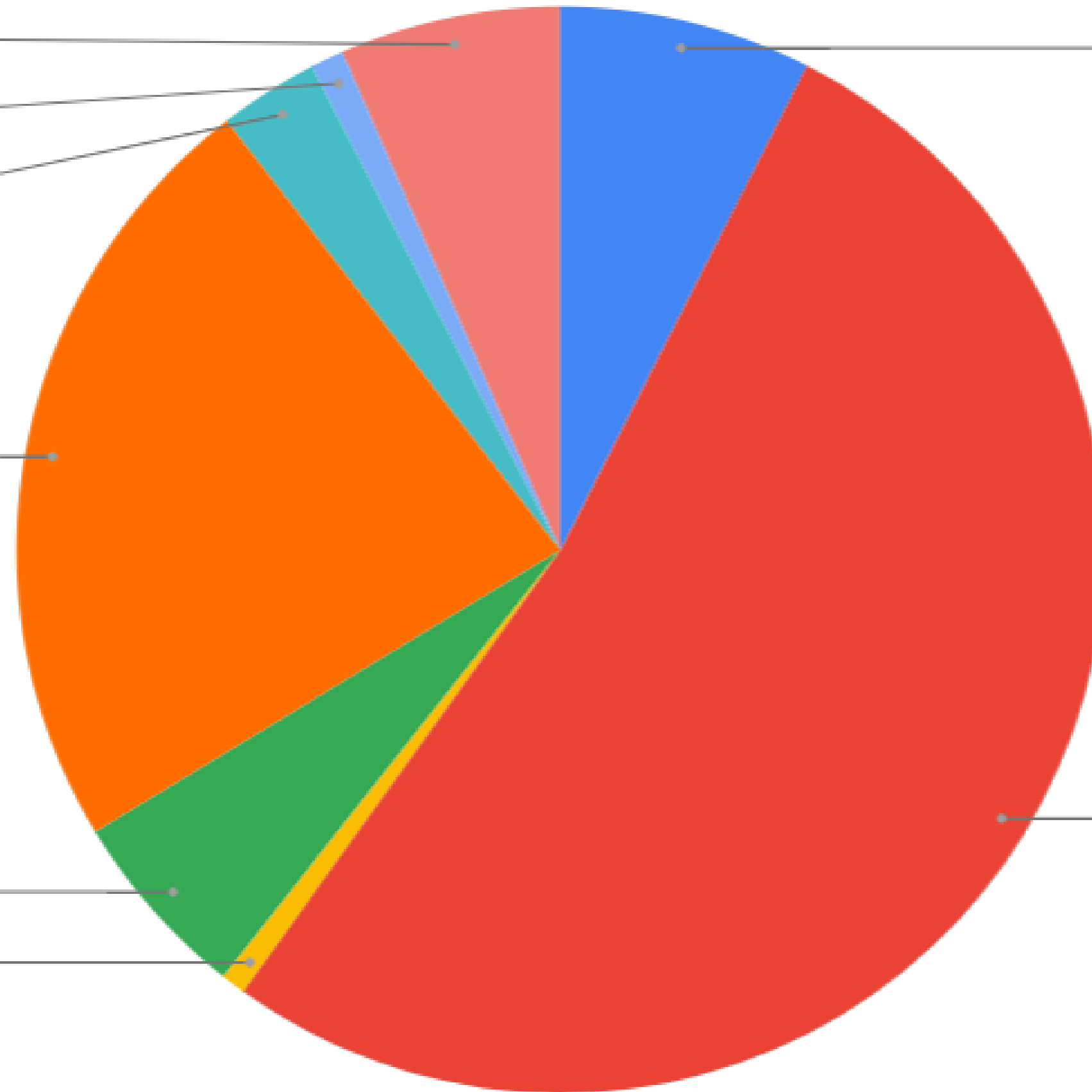
0.7%

Augusta - Skowhegan

7.5%

Bangor - Orono Area

52.4%



# Sign up your workplace today!

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

## Contact MFFM

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