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+
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

- Bangor - Orono Area: 52.4%
- Portland - Brunswick Area: 23.2%
- Midcoast: 5.7%
- Downeast: 0.7%
- Western Maine: 6.6%
- The County: 1.0%
- Southern Maine: 3.0%

Augusta - Skowhegan: 7.5%
Sign up your workplace today!

Learn more at mffm.org/bumpercrop

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