

A...

farmers' market promotion

employer partnership

employee wellness

employee appreciation

...program from



&



# 2023 Impact Report

## 75 Unique Employer Locations

- More than 6500 people introduced to program in 2023
  - Estimated 1,000 first-time shoppers at markets
- Over \$150,000+ in circulation
- Voucher redemption reported at 47 markets
- Total vouchers Redeemed = Over \$63,000
- Estimated total additional spending = \$200k+



MaineHealth

# 2023 Developments

- 21 markets saw over \$500 in Bumper Crop redemption
- **Darling's Eat Local Campaign** - hundreds of TV & radio ads promoting farmers' markets
- **Lee Auto ads** in print & radio
- **New ideas:**
  - Gift certificates for sale on MFFM's website
  - Lee Auto helping nonprofits w/ BC as donation reward
  - Markets selling BC at their info booth
  - BC vouchers used for Senior Farmshare





# Redemption

The County

2.3%

South of Portland

2.5%

Downeast

2.9%

Augusta/Waterville

3.8%

Midcoast

5.3%

Lewiston Area

6.8%

Farmington/Skowhegan

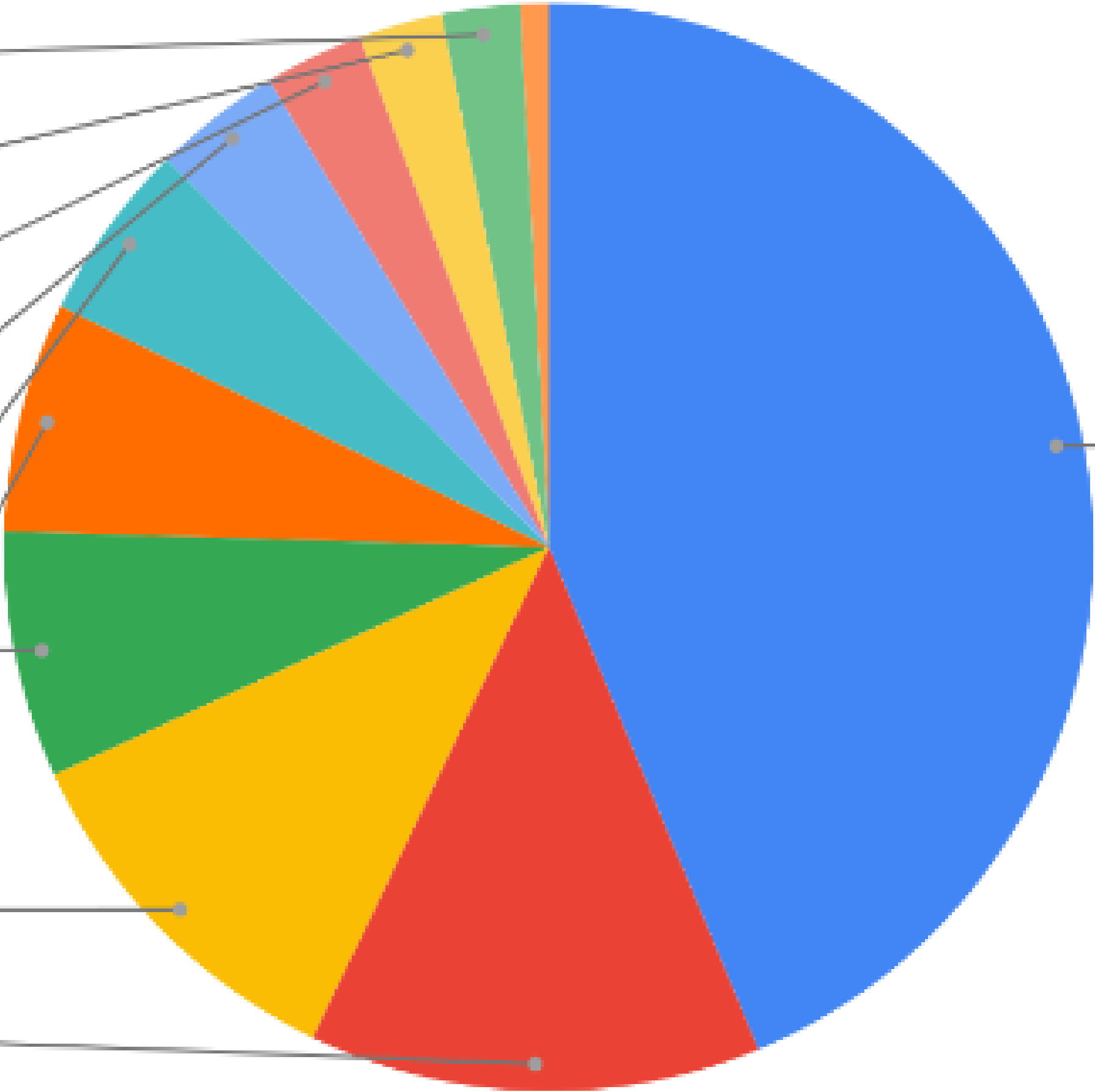
7.3%

Portland Area

11.0%

Brunswick - Bath Area

13.4%



Bangor area  
43.7%

***In 2022,  
Bangor = 53%***







# Sign up your workplace today!

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

## Contact MFFM

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