



About Bumper Crop

Maine Federation of Farmers Markets (MFFM) is recruiting employers for a program that gives their employees (some or all of them) gift certificates to spend at farmers' markets in Maine. **Employers pay** for the value of these gift certificates that are spent (redeemed) on food with farmers. MFFM acts as the intermediary to make it as simple and streamlined as possible for all parties (the markets and the employers).

MFFM also helps to make it a success by helping to promote the program to employees - potentially including: e-newsletters, magnets, flyers, posters, etc.

MFFM provides:

- Gift certificate design & printing
- Promotional materials
- End-of-season surveys for employees, to learn the impact of the program
- Logistical support (we connect the dots between the employers and the participating markets)
- Billing support - the funds pass through us to keep everything streamlined

Employees win, by accessing healthy, local fruits and vegetables, and perhaps becoming more frequent patrons of the best places to buy food in Maine (aka Farmers' Markets!). This will ideally lead to improved health outcomes for Maine workers!

Farmers win, with new customers, increased sales, new relationships, and stronger farmers' markets.

Companies/organizations win by treating their employees well and supporting farm and farmers' market viability.

Questions? Email director@mffm.org or call 207 370 1524