

Colleen Craig
Wyman's
LD 210

On behalf of Jasper Wyman & Son (“Wyman’s”) I’m writing in support of LD 210 for the Department of Economic and Community Development to continue their domestic trade and grant program. Wyman’s was a beneficiary of this program last year which provided match funding at a critical time for us to regain distribution and sales in 250 retail grocery stores in the Pacific Northwest that were lost during the pandemic due to supply chain constraints. The funding provided by the domestic trade grant covered our slotting fees, a fixed cost that often reduces the ability to run marketing promotions to drive sales of the product. With the match funding, we were able to do both and have sustained this distribution since. We urge you to vote “Ought to Pass” on this legislation to allow more Maine businesses the opportunity to scale at a faster pace. Thank you, Colleen Craig, Director of Marketing, Wyman's.