

# Come & Get It!

WHAT YOU NEED TO KNOW TO SERVE FOOD ON YOUR FARM

## Customer Assessment

2<sup>nd</sup>  
EDITION

100% of customers enjoyed their overall experience

### How did you discover the farm?

68% Word of mouth

18% discovered the farms by paid advertising /

16% Social Media  
Yelp/Workshop

### Who are the Customers

50 % Families

25 % Group of Friends

22 % Couples

3 % Single

44% live in Wisconsin

49% live in Minnesota

6 % live in Illinois

2% live in Colorado

“What a great idea! The food and atmosphere were fantastic. A perfect evening.”

*A customer assessment survey was created and conducted by evaluator Elena Carroll for Renewing the Countryside non-profit organization to meet funding guidelines for the SARE grant. Data collection was administered during the 2018 Summer and Fall. Seven farms were surveyed in Minnesota and Wisconsin with a total of 151 participants. Quantitative and qualitative data was collected and analyzed. These are the highlights.*

96% said they would recommend it to someone they know

65% of customers occasionally seek out on the farm tourism

64% of customers are first time visitors

When customers were asked, would stay on the farm if it was an option?

20% said yes  
38% said maybe  
42% said no



“We love having the live animals, so accessible to view and experience.”



# Top Five Reasons People Visit

Survey Responses

## PIZZA



“We come for the delicious pizza and the dessert pizza is amazing!”

## Organic & Quality Ingredients

“Wanted to try the grass-fed burgers.”



## Family-friendly



“This sounded fun on a nice night, thought kids would enjoy it.”

## Gathering with Friends

“Great place! A great night out with great friends!”



## On the Farm Outdoor Experience



“Something different and it was outdoors!”

98% of customers were satisfied with the customer service

99.2% of customers are satisfied with the quality of the food

88% of customers feel farm-raised ingredients are important

88.6% of customers feel the food is priced fairly

83.8% of customers felt food wait times were communicated

## What Else Are the Customers Saying?

“Lovely setting and experience. Will come again!”

“We liked the number of areas and buildings to explore on the farm.”

“What a great idea! The food and atmosphere were fantastic.”

“The owners were very friendly. The music was GREAT! There is a lot to do for young children. This place is very welcoming. I'm very happy we made the trip!”

96% of customers found the location with no complications

83.6% of customers felt the restrooms were easily accessible

93.7% of customers don't mind recycling their own trash

94.7% felt the farm was easily accessible

## Top 3 Things Customers Would Like to be Offered

Accommodations for hot days, like shaded areas and water activities

Tables and chairs

Seeing, petting, and feeding animals