



Customer Assessment

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

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

64% of customers are first time visitors

96% said they would recommend it to someone they know

65% of customers occasionally seek out on the farm tourism

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

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

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.

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



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



Top Five Reasons People Visit

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!”

Survey Responses

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 Offerings Customers Would Like To See

Accommodations for hot days, like shaded areas and water activities

Tables and chairs

Seeing, petting, and feeding animals