

Eckert AgriMarketing

Farm Survey - On Site Consultation

The more I can learn about your operation in advance of our first visit, the more productive our time together will be. Please take a few minutes to complete this survey, with the understanding that all information is strictly confidential.

Name of Farm/Ranch _____

Principal Contact _____

Address _____

Phone _____ Cell _____ Email _____

Website address _____

Months of Operation _____ Hours of Operation _____

Nearest Metropolitan City (within 50 miles) _____ Population _____

Number Full time employees _____ Number Seasonal employees _____

Number of Years in Business _____ Number of Acres _____

Person completing this form _____

1. Describe the scope of your retail and farm/ranch operation. (i.e. crops grown, products sold, retail, activities, lodging etc. Please write on back if more space needed.)

2. Please tell me your three major goals of what you want to accomplish through my on-site visit and written marketing assessment.

3. List your annual advertising expenditures by specific media and approximate dollars spent. (On a separate sheet of paper tell me how you allocate these advertising expenditures by month.)

Television _____ Radio _____

Newspaper _____ Billboards _____

Telephone Directory _____ Website _____

Printed materials _____ Online Ad _____

Other _____

4. Do you currently use any of these marketing concepts? *Check all that apply.*

| | | | |
|--------------------------------|-----|----------------------------|-----|
| Frequency purchaser discount | () | In-store couponing | () |
| Print Newsletters | () | Brochures | () |
| Product sampling | () | Off-farm retail efforts | () |
| Community/regional trade shows | () | Classes | () |
| Festivals | () | Host not-for-profit events | () |
| Website | () | Email newsletter | () |
| Direct Mail | () | Partnered events | () |
| Facebook | () | Twitter | () |
| You Tube | () | | |

Other _____

5. Do you participate in any local or regional tourism programs or promotions? If yes, please describe.

6. Do you contact your local media or write press releases to encourage stories about your operation? _____ YES _____ NO
Do you do this yourself _____ or hire someone _____.

7. Describe the current demographic profile of your existing customers. (I.e. age, income level, educational level) If this varies by season, please detail.

8. What were your annual gross sales for the past three years?

2010 _____ 2009 _____ 2008 _____

9. Breakdown sales by Month for 2010:

January _____ February _____ March _____

April _____ May _____ June _____

July _____ August _____ September _____

October _____ November _____ December _____

10. What sales volume would you like to have the next three years?

2011 _____ 2012 _____ 2013 _____

11. Please breakdown your annual sales by enterprise. (Ex. Retail, tours, Market, lodging, bakery, apples, pumpkins, food concessions, company picnics, garden center, greenhouse, restaurant etc.) Okay to put on reverse side.

12. Is there a particular season or month when you would like to boost sales?
Explain

13. Describe your school tour program, if you have one? (Price, what you offer, length etc.)

14. Describe your competition? How do you differ from them?

15. Why should a customer want to patronize your business?

16. How does your pricing compare to your competition?

17. List three things you do well at your farm/ranch operation.

18. List three things that you would like to improve at your operation.

19. Do you currently have a customer email mailing list? Yes _____ No _____

How many names? _____

20. Do you currently host special events on your farm? Please describe them.

Complete the survey and fax to 314-721-0825 or mail to Eckert AgriMarketing 8054 Teasdale Avenue St. Louis, Missouri 63130 in advance of our first consultation.

At your convenience, please mail a sampling of all printed materials that you produce through out the year plus copies of print advertisements you run. Also include a sample of press releases you have distributed. The 50% deposit is required when submitting this form.

Eckert AgriMarketing 8054 Teasdale Ave St. Louis, MO 63130
Phone: 314-862-6288 Fax: 314-721-0825 Email: jane@eckertagrimarketing.com
www.eckertagrimarketing.com