

Eckert AgriMarketing

Fall Survey - 2003

Number of responses (44)

States represented: MI (5), NY (4), WI (2), PA (4), OH (4), CO (3), WA (2), MN (2)

All of these states had (1) response: OK, DE, GA, IA, KY, IL, AR, ME, MO, TX, KS Canada (6)

Fall Farms Charging an Admission

No - 24

Yes - 19 From \$2.00 per head to \$15.00 (average \$6)

Includes a Family Admission Pass- 2 (\$14 & \$20)

Fall attendance

Open 15 days (4 farms) Total attendance 59,000

Open 30 days (5 farms) Total attendance 93,000

Open 45 days (14 farms) Total attendance 306,000

Open 60 days (10 farms) Total attendance 383,000

Fall sales

Up 38 farms (from 1 -100%; 25-40% the most typical increases) Down 4 Flat 1

Fall Pumpkin Sales

Up 29 Down 3 Flat 2

Average Pumpkin Sale per Paid Admission

\$1.00 - \$4.00 per person

How do you price your pumpkins?

By pound 23 farms (from .19 - .40 cents)

By size 16

Fall Apple Sales

Up 8 (2.5 % - 38 %) Down 1 (50%)

How do you price your apples?

By bag 7

By weight 6 (.75- \$1.25 per pound)

Food Concession sales

Up 21 (3 - 50% - with most in the 20 % range)

Down 2 Flat 2

Average food sale per person per paid admission

\$1.27 - \$3.50

Top three selling food concessions

(27 responded)

Hot dogs 19 Soda/water 12

French fries 6 Donuts 7

Others listed: brats, caramel apples, apple fritters, sweet corn, popcorn, ice cream, cotton candy, kielbasa, hamburgers, nacho, pies, hard cider

Top three selling retail products

(19 responded)

Jams & jellies 5 Candles 3

Packaged food 3

All the remaining had only one vote: packaged food mixes, gifts, pretzel rods, hot chocolate pops, toy tractors, candy, fudge, resin pumpkins, apple/peeler corer, pumpkin butter, maple products, honey, flags, hats, wooden fall ornaments, local crafts, hard cider, wine accessories

Top three selling bakery products

(14 responded)

Pies 7 Bread & Donuts 4

Cookies 3

All the remaining had only one vote: cakes, cinnamon rolls, croissant, muffins, fritters, cookies, apple sticks/dumplings/bites

Did you hold special events or festivals in the fall?

Yes 21

No 21

Did you distribute news releases this season?

Yes 22

No 18

Do you offer school tours?

Yes 34

No 10

Price for school tours: \$6.00 (3); \$5.00 (8); \$4.50 (1) \$4.00 (11); \$3.50 (1), \$3.00 (4); \$2.75 (1); \$2.00 (3); \$1.00 (1)

Do you belong to your Visitor's & Convention Bureau?

Yes 28

No 16

Did you participate on any promotional programs with your CVB?

Yes 17

Did you conduct any type of consumer research this fall?

Yes 8

No 33