



Farm Survey

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 _____

Principal Contact _____

Address _____

Phone _____ Fax _____ Email _____

Website address _____

Months of Operation _____ Hours of Operation _____

Nearest Metropolitan City (within 50 miles) _____ Population _____

Number Full time employees _____ Number Seasonal employees _____

I. Describe the scope of your retail and farm operation. (i.e. crops grown, products sold, retail sq. ft. etc. Please write on back if more space needed.)

2. Please list your three major objectives for my visit and evaluation.

3. List your annual advertising expenditures by specific media and approximate dollars spent.
(On the reverse side, list your advertising dollars spent by month.)

Television _____ Radio _____

Newspaper _____ Billboards _____

Telephone Directory _____ Website _____

Printed materials _____ Please describe _____

Other _____

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

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

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

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 are your annual gross sales for the past three years?

2001 _____ 2000 _____ 1999 _____

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

2002 _____ 2003 _____ 2004 _____

10. Is there a particular season or month when you would like to boost sales? Please explain:

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

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

13. How does your pricing compare to your competition?

14. List three things you do well at your farm operation.

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

16. Do you currently have a customer mailing list? Yes _____ No _____
How many names? _____

17. Do you currently host special events on your farm? Please list the dates and titles.

Complete the survey and fax to 314-721-0825 or mail to Eckert AgriMarketing P.O. Box 11715 St. Louis, Missouri 63105 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.

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