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

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

65% of customers occasionally seek out on the farm tourism

64% of customers are first time visitors

2nd EDITION

What you need to know to serve food on your farm
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!”

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**Survey Responses**

- 98% of customers were satisfied with the customer service
- 99.2% of customers are satisfied with the quality of the food
- 88% if 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

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**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

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**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

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