



Borner Farm Project Customer Snapshot

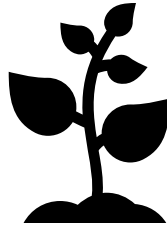
A customer assessment survey was created and conducted by evaluator Elena Carroll for Renewing the Countryside non-profit organization to meet funding guidelines for the SARE grant. Data collection was administered during the 2018 Summer and Fall. Seven farms were surveyed in Minnesota and Wisconsin with a total of 151 participants. Quantitative and qualitative data was collected and analyzed at the aggregate level.

This individual report is of 23 customers surveyed on August 31, 2018 at Borner Farm Project in Prescott, Minnesota. *This report is a customer snapshot for Borner Farm Project only.*



If you have any questions, please contact the researcher Elena Carroll by phone 214-726-6232 or email elenacarroll01@gmail.com.

Thank you for this opportunity to survey your customers!



Interpreting Results

Quantitative Data

Likert scales are used throughout the report where a 5-point scale is noted. Participants are asked to rate the degree to which they agree with a given statement using a 5-point scale where 1 = low and 5 = high. Mean scores are used as item response summaries. Table 1 details the method with which the mean scores can be interpreted.

Table 1. Likert Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5
Very Poorly Rated	Poorly Rated	Neutral	Highly Rated	Very Highly Rated

Unless otherwise noted, percentages can be interpreted as representing fractions of 100%.

All Qualitative Data is given at the end with the corresponding statement or question from the survey.

Results

A customer survey was administered to those in attendance *on the evening of August 31, 2018*.

Participants were asked:

How did you discover the farm?

60.9 % said Word of Mouth

8.7 % said Yelp/Google

8.7 % said Social media

21.7 % Other (Friends, drive by, news program)

Have you visited before?

52.2 % said yes

47.8 % said no

How long did you know about the farm before trying it?

73.9 % said less than six months
26.1 % said more than six months

Where do you reside?

95.7 % said Illinois
4.3 % said Other (Washington, DC)

If you are an out of towners do you stay overnight?

43.5 % said I am local
52.2 % said no
4.3 % said yes

Would you stay on the farm if that was an option?

39.1 % said maybe
56.5 % said no
4.3 % said yes

How often do you seek out on-farm/agritourism?

26.1 % responded not at all
69.6 % responded occasionally
4.3 % frequently

Are you a farmer?

100% said No

Customers were identified by the evaluator as **56.5 % being a family, 26.1 % as a group of friends, 13 % as a couple, and 4.3 % as single.**

Customers identified their preferred method of communication to be through **social media (56%), email (33%) and website (11%).**

Customers were asked to identify their top two favorite things about the farm.

- **The pizza** was cited by customers as their favorite thing about the farm
- **Family friendly atmosphere** was their second favorite thing



Mean Ratings for Survey Statements

The highest rated item, with a mean of 4.89 (strongly agree), “I would recommend this place to someone I know”. “I am satisfied with the quality of the food” and “I enjoyed my overall experience today” came in a close second with a mean score of 4.84. The lowest rated item was “Expectations on food wait time were communicated” with a mean of 4.00. Overall mean ratings were related to strongly agreeing with the statements below.

I found the location of the farm with no complications.	4.68
The farm is easily accessible.	4.63
The restrooms are easily accessible.	4.05
I do not mind recycling my own trash.	4.11
Expectations on food wait time were communicated.	4.00
It is important to me that the ingredients are farm-raised and local.	4.42
I am satisfied with the quality of the food.	4.84
I feel the food is priced fairly.	4.32
I liked the beverage options available.	4.47
I am satisfied with the customer service I received.	4.79
I enjoyed my overall experience today.	4.84
I would recommend this place to someone I know.	4.89

Qualitative Analysis

Participants were asked these open-ended questions. They were also given the opportunity to make additional comments on the survey.

What made you decide to visit?

My kids	Sounded really good
Our friend invited us	We love pizza, and fresh food!
Good pizza and good company	In town to visit friends
Farm to table	The peer pressures
I heard this place was yummy	Family night out
Had the time when I saw it was open	Friends!
Emily	Curiosity
Close to Woodbury	Love pizza and word of mouth
Schedule worked out	No plans for the night
We had a free Friday and the weather was perfect	Drove by the farm and stopped because I saw the "now open" sign
Friends invited us	Organic concept
Found time	

What else could we offer that you did not see today?

Bonfires, smores, make your own pizza buffet	Animals
Crepes and strawberry smoothie	Animals!!
Live music would be fun	Bespoke cocktails
Pineapple Canadian bacon	Allow dogs
Live music	A big sign that shows what number you are currently serving
Salad options	

Additional comments:

What a great spot!

If you have camping you should serve farm fresh breakfast

The pizza and desserts are delicious. I might bring my friend here. I like the animal around the farm. I bet on the list (eggs) might come from a chicken. I had a great dinner. Thank you!

Would like milk.

Thank you! Thank you! Thank you! Thank you! Thank all – ya-all! 😊

Thank you!

Loved the experience! Loved the music. We'll will be back!

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

We love the pizza farm! We try to join every other week.