

ON-FARM STORES

Prairie Gardens & Adventure Farm



the good

the bad ...
and ugly



ON-FARM STORES

Prairie Gardens & Adventure Farm

Trees

Flowers

Strawberries

Pumpkins

Corn Maze



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ON-FARM STORES

...the good

- ❑ Highest Price... Pumpkins 11 ¢/lb vs 39 ¢/lb
- ❑ Create a Signature Item (Value Add)
- ❑ Maximize Sale (*Add-ons*)
- ❑ Create Signature Events to Brand Yourself





...the bad

- ❑ Hard to generate enough traffic on-site
- ❑ Infrastructure is capital intensive
- ❑ Location! Location! Location!

ON-FARM STORES

...and ugly

- ❑ High Risk (need other income streams)
- ❑ Regulations / land-use
- ❑ High time commitment
- ❑ Staff Costs
- ❑ Weather

On-Farm Stores

skills ♦ knowledge
♦ resources ♦ attitudes



- ❑ Financial Skills – margins are important!
- ❑ You are the expert about your products
- ❑ Business plans, budgeting, cash flow projections, mentorship programs
- ❑ Can do attitude. Many hours, customer-centric.
- ❑ Art of Display – Retail is Detail
- ❑ Tell your story – your story is everything!

On-Farm Stores

The Pumpkin Cannon

Our Story:

- Hail storm
- Ugly Pumpkins
- Key draw...
Experience



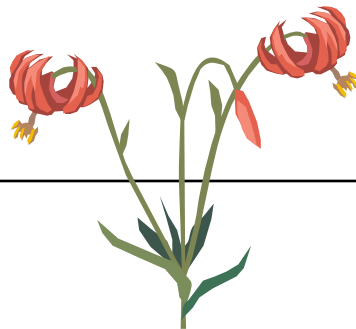
On-Farm Stores

Who are my customers

how do I find them?



- **10 Customer Profiles - Product specific across the season.**
- **Word of Mouth, Public Relations, Advertising, Internet**
- **Most Valuable Tools: Public Relations / Website**



On-Farm Stores Customer Statistics



- **% Female - 75%**
- **Coming from 60 km - 80%**
- **Average Age - 35 -55**
- **% visiting on a weekend -71%**
- **First time visitor - 52%**
- **What they like - rural, fresh, ripe**
- **What they want us to do better: Better signage, washrooms, extended hours, activities, ease of picking instructions, snacks, rides, tours**

Farm Store

Customer Service

Identify points of contact with customers

- Phone
- Admissions
- Cleaning Staff
- Waterers
- Sales Staff
- Sales Counter
- Parking
- Food Service

Customer Service On-Farm Stores



Develop a checklist of how you would like them to interact with your clients

- How to Answer Phone – What to say, how to say it, how to put a smile in your voice
- When to Greet Visitors: 10 feet, 3 feet, when you make eye contact

Customer Service On-Farm Stores



- ❑ How to Greet Visitors – “ What brings you in today?”
- ❑ Tips for unhappy customers - policies
- ❑ How to build rapport – eye contact, “Ask Me” buttons
- ❑ 10 Top questions – phone and onsite
- ❑ New programs, offers, promotions

Profitability: Farm Store Layout The Cobbledick Report

Race-track Design

- ❑ Main aisles – 8' wide (no butt brushing!)
- ❑ Secondary aisles – 4' wide
- ❑ Long benches on the side are about 9' long
- ❑ Benches are usually 24" - 30" off ground
- ❑ Tiered end display will wow them
- ❑ Your present gift shop has 2 checkouts



Farm Store Increase Sales & Profitability

- ❑ increase gross sales by increasing your “Average Sale per Customer”.
- ❑ Make it easy for them to pull their wagons around - they are more likely to fill them
- ❑ Goal to increase your average sale per customer 10%.
- ❑ Increase your margin from 71% to 74.5%
- ❑ Average customer has 20 minutes to shop - be a destination!

Farm Store Signage 7-C's of Signs



- ❑ Consistency – Silent Sales Team has “One Voice”
- ❑ Connection – Emotional response ‘Free’, Grown on our Farm
- ❑ Credibility – Establishes Trust, Share your Wisdom, how to
- ❑ Clarity – Less is more, small words, short phrases
- ❑ Cleanliness – Replace old, faded
- ❑ Coverage – nurture impulse signs – Free Mother’s Day Offer...
- ❑ Contagiousness – Message is catchy , white on black is great

Gifts? Gift Show Buying Checklist



- Does the product support core activities?
- Which of my customers will pay for this item at full price?
- How much space will this product require for display
- Where in my store will I place it for maximum contact
- How will I promote this product?
- Does the product offer my store a unique selling position
- Does it enhance my brand?



Profit potential for selling at On Farm Stores

Margin Goal: 75%

Cost Benchmarks

■ Labour – 25-35%

■ Freight - .007%

■ Purchases – 30%

■ Admin & Financing – 10%

■ Selling Costs – 8%

■ Website 1%

■ E-Marketing 1%

Farm Stores

Labour Tracking

Hourly Labour Tracking – Jim Jones

Date	Greenhouse Production	Garden Centre	PYO	School Tours	Festivals	Other (Specify)
6-1	8					
6-2	4	4				
6-3		4	3			1-staff schedules
6-6	5	1		2		
Totals	17	9	3	2		1



Anything that can go wrong --will !



- ❑ Customer service / staff training
- ❑ Interac / wireless technology – be diligent!
- ❑ Cash handling procedures
- ❑ Freshness in slow periods
- ❑ Retail is Detail – art of displays and maintaining them
- ❑ Weather





Key benefits of selling at the farm store



- Stay focused on direct marketing at the farm
- Add-on sales, new profit centres
- No middle man = opportunity to keep profits
- Lifestyle component / stay at home with family
- Diversify operations to value added product
- Control product quality



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