



New England FarmWays

Site Assessment Questionnaire

Please take your time and answer this questionnaire as best you can and are able. You can type right on the document and move spaces as you need them. Please be effusive and tell us what we need to know. When you're done, please remember to "save" the document then email it back to us at ricape@cox.net. Thanks!

Site Name:

Address:

Phone #

E-Mail Address

Proprietor(s) Names:

Date of on site meeting: TBD

I History, Business Goals, \$\$ Goals

What do you most need from New England FarmWays?

What historical benchmarks at your site that are important for us to know?

Currently, what are your best features/selling points?

What % of your income is derived from Agriculture/agritourism?

Do you or your spouse/partner have off the farm jobs to augment your income?

What is your overall goal for the farm long term?

Your 2013 \$\$ goal for this year and three years forward? (as a total and as a % of income)

II On-Site Resources (Please comment on each of these.)

ADA compliant visitor areas

Clear and attractive welcome signage

Aesthetics

Facilities

Parking

Rest Rooms

Site capacity (can receive larger groups/tour buses)

Hospitality/Food and beverage

Overnight Accommodations

Physical Plant

Store/market

Food service

Barns

Silos

Walls

Fences

Products (including value-added and sale of off farm products)

Programs/Events

Activities

III Strategy

How long is your visitor season – from when to when?

During what period of the year do you generate the most revenue?

Short term/long term goals: (Place a checkmark or an “x” next to those that apply.)

- Increase visitors
- Increase student field trips and farm tours
- Develop new products and services
- Increase marketing efforts
- Expand visitor amenities
- Upgrade facilities
- Upgrade physical plant
- Hire additional staff
- Develop more programs and activities
- Secure financing
- Conduct Farm kitchen set-up/sales
- Create web site
- Conduct Internet sales

Other _____

From the above list, what do you see is your highest priority? _____

Issues/Needs/Concerns (Place a check mark or an “x” next to those that apply.)

- Professional development and training _____
- Liability insurance _____
- Local zoning ordinances and policies _____
- Labor needs and costs _____
- Financing _____
- Marketing _____
- Managing consumer expectations _____
- Startup and site management _____
- Health and safety regulations _____
- Taxes _____
- Seasonality issues _____

Reviewing and understanding demographics and trends _____
Identifying and living with competition _____

From the above list, what do you see is your greatest concern/need? _____

IV Professional Development and Partnerships

Are you:

_____ working with your tourism council or chamber of commerce currently?

Explain:

_____ interested in having your farm placed on tour site maps and other promotional devices?

_____ interested in being listed as a participating farm in NEFW promotional activities and on websites – RICAPE, EDC tourism, local tour councils, etc.

_____ interested in small grants?

_____ interested in small interest loans?

V Potential Agritourism and Direct Marketing Enterprises

The following are alternative income generating enterprises. Please check off or mark an "x: next to those that apply to you ("Current" = present on site, "Interested" = for future consideration.)

	Current	Interested
Educational/Cultural		
Farm tours	_____	_____
Field trips	_____	_____
Speakers, Workshops, Lessons	_____	_____
Farm to school product sales	_____	_____
Speaking to schools, organizations	_____	_____
Events	_____	_____
Exhibits, lectures and demonstrations	_____	_____
Work experiences	_____	_____
Art	_____	_____
Music	_____	_____
Folklore and storytelling	_____	_____
Recreational		
Hunting	_____	_____
Skeet shooting	_____	_____
Archery	_____	_____
Fishing	_____	_____
Kayaking	_____	_____
Canoeing	_____	_____
Hiking	_____	_____
Biking	_____	_____
Rock Climbing	_____	_____
Cave exploration	_____	_____
Picnicking	_____	_____
	Current	Interested

Camping	_____	_____
Bird watching	_____	_____
Nature Photography	_____	_____
Farm/ranch vacations	_____	_____

Accomodations

Bed and Breakfast	_____	_____
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Crops/Horticultural Enterprises

Herbs and dried flowers	_____	_____
Bedding plants	_____	_____
Pick your own	_____	_____
Community Gardens	_____	_____
Seed production	_____	_____
Wildlife Feeds	_____	_____
Organic food production	_____	_____
Community Supported Agriculture	_____	_____

Agro-Forestry Enterprises

Maple Syrup production	_____	_____
Nut, herb, mushroom growing	_____	_____
Christmas Tree Farm	_____	_____
Nursery	_____	_____
Home decorations	_____	_____
Furniture making \ Part production	_____	_____

Livestock Enterprises

Pony rides	_____	_____
P4etting zoos	_____	_____
Animal attractions	_____	_____
Dairy products	_____	_____
Specialty meats	_____	_____
Leather, feathers, wool and mohair	_____	_____
Breeding animals for resale	_____	_____
Organic range fed meat, poultry	_____	_____

Current

Interested

and dairy products	_____	_____
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Aquaculture Enterprises

Fish farming	_____	_____
Shellfish farming	_____	_____
Reptile and amphibian products	_____	_____
Aquatic plants	_____	_____

Non-Farm Enterprises

Self storage units for recreational vehicles, boats, motorcycles and furniture	_____	_____
Animal boarding and facilities for field trials and trail riding	_____	_____
Insect production	_____	_____
Outdoor classrooms	_____	_____
Plays, concerts and celebrations	_____	_____
Historical events, and activities	_____	_____
Fairs	_____	_____
Farmers market	_____	_____
Gift shop/market/store	_____	_____
Arts and craft shows	_____	_____
Reenactments	_____	_____
Weddings	_____	_____
Birthday parties	_____	_____

VI Marketing & Outreach

Do you do your own marketing and publicity/advertising?

Explain:

How frequently?

To whom do you market currently?

What types of visitors do you wish to attract (individuals, families, schools, out of state tourists, tour groups, special audiences (senior citizens, garden clubs), anyone and everyone?

What promotional formats do you currently use?

Print - Newspapers/magazine ads, posters, brochures, billboards, other

Broadcast – radio, television, videos

Web Site

Newsletter

Direct Mail

Roadside Signage

Have you ever appeared on any broadcast media? Radio, television, on videotape?

Have you written articles for newspapers or magazines or monographs, pamphlets or books?

Do you have photos or a video tape of your operation on site?

How close are you to other tourist destinations, local attractions and community amenities? Historical, Cultural, Recreational, Agricultural/Natural/Environmental/Scenic, Other

VII Educational Programs

Do you go into classrooms and community organizations to do presentations and demonstrations?

Explain:

Are you willing to be a speaker in schools and in the community to promote your farm and RI agriculture?

Are you willing to have your farm serve as a classroom/learning site for students K-12?

How many school tours/programs did you conduct on your farm last year/this year?

What age groups do you work with?

What kind of programs, activities and experiences do you offer?

How long does an average tour last?

Approximately how many visitors are on site at any one time? Total for the year?

From what schools and locations did the students come?

Any from out of state?

Do you charge a fee? How much?

Thank you! Your answers will help us preliminarily assess your goals and needs before we arrive for an on site assessment. We will discuss with you the best time to come for a visit.

Stu Nunnery, Director
RICAPE/NEFW

