

- 1. How do customers usually choose to pay?
(SCREENER)?**
cash and card
- 2. Are the sales stable year-long?**
peaks in high seasons for “special” products
standard products like apples, lettuce stay stable - available all year and some for competitors
- 3. Is there a particular season when you notice more or less customers?**
yes - peak may + june + sept + oct + xmas time
- 4. What is your production cycle?**
following seasonal calendar, all year busy
slaughters regularly every 14days from sept in fall; less slaughters and limited capacity of meat throughout the rest of the year (summer monthly)
- 5. Are you open all year long? (Do you take longer breaks?)**
yes all year; additional hour in strawberry season
- 6. How does it impact shop sales and prices?**
not at all or not relevant, enough sales, doesn't depend on shop only, sells to wholesale market as well
- 7. What are your specialties? What makes your farm products special?**
strawberries, new wine, beef and bison (all “meat” parts)
regular customers are informed on new stock and are able to pre-order, surplus goods not sold in advance will be available on shelf in the shop; fresh meat isn't always available since there are time intervals between slaughters and goods are sold out beforehand
- 8. What are you most proud of?**
strawberries, beef, (the newest product) buffalo meat
- 9. Which products are your best-sellers?**
strawberries, meat
generally good sales
- 10. How do you define success for your business?**
defines success via revenue and customer satisfaction, returning customers and image / brand
- 11. How do you set your prices?**
price related to new/fresh, quality, rarity → differentiation from the competition (what they don't have on that level)
also prices of competition (with minimum and maximum price orientated towards market and customers)
is aware that the needs to react depending on market and stay aware of competition (not putting his business above all others and expect it to keep running smoothly)
- 12. Which problems do you struggle with most? (Issues with running a local farm shop)**
staff especially during weekends (farmer family doesn't work at the shop at all)
jan, feb, march are the “hardest” times which is normal in this industry (still profitable or balanced at zero)
- 13. What do you do with surplus if you have it?**
sells to wholesale market
there's rarely any produce going to waste - if it happens it happens
- 14. Are there any regular discounts, promotions, seasonal special offers?**
Why (not)?
every now and then; especially if for example apples are getting close to expiry date - on offer
or making special marmelade out of it to sell
- 15. What do you do when you have a bad year and you don't produce enough?**
buying from other regional farmers if possible, if necessary also supraregional or from other countries; more important that business stays running (standard products that are always on sale)
- 16. How do you engage in the local community? (Charity / Events)**
community and cooperation was attempted before but no more. solely those events at the farm
- 17. Why don't you have an online shop at the moment?**
we do want one, didn't have the time yet to set it up; planning on it for this winter; need to give some more thoughts for the details, idea isn't finalized, there's still a lot unclear how to manage and planning in details
main issue: meat (not always on stock - how to display online, send out frozen (or fresh?) - what sizes to pack (gramm); what's requested; what's possible to produce i.g.
prepayment or bill according to final weight
all products that are great to post (juices, wine,...) additionally
delivery within germany first
- 18. regional delivery**
not of interest, too much effort - managing capacities, stock and taking care of delivery, packaging...