

Adding Value & Personalizing Your Services

As you consider your enterprise and the two or three key things that will be your main selling points, consider the following as options in adding that extra value that clients may be looking for. It may be the difference between you getting the business and the potential client going somewhere else.

Guests remember the little things, and happy customers will return, as well as tell their friends about your farm or ranch. You can add value to your guest's experience by offering refreshments. Select products that compliment what you are producing on your farm or ranch, such as cheese samples, fresh bread, apple juice, or beef jerky.

You can also distribute recipe pamphlets, pins, posters, and other goodies. Many of the Commodity Commissions and agriculture trade organizations in Oregon already have promotional items that are available free of charge or at a nominal cost.

With time and creativity, you can expand your recreation enterprise. Other fun, entertaining activities include contests, adult and children's classes and games, ranging from guessing how many apples are in a barrel, to horseshoe throwing and bake-offs. Children love straw mazes, pumpkin painting and scarecrow making. Adults may enjoy historic displays or classes on painting or herbs. Fortunately, visitors do not need to be entertained every moment. Make time for rest and relaxation. Some guests are simply looking to escape their busy routines. The better you profile the customers you want to attract, the easier it will be to create appropriate activities for the guests.