

AGRI-TRENDS REPORT

Gathering the data is only the first step in understanding trends. The next step is analyzing the data to determine both “Macro” and “Micro” trends. In essence: “What does this data show and what do I need to know? Once those trends are identified, we then move to reporting on those trends.

The Agri-Trends Report will identify your “need to know” data that will help you better understand how you compare to others, and assist you in making better business decisions that will impact your farm in the future.

"We learn from our past, and from others, to improve our future."



OVERVIEW: SUMMARY ANALYSIS

Welcome to the June 2021 Agri-Trends Report!

There are two words we will be focusing on within this report - “Mix” and “Feet.”

- The **mix** is the percentage of each category as it relates to the overall sales of your farm, your group and the entire cohort of Agri-Benchmarkers.
- The **feet** are the number of folks coming out to visit your farms.

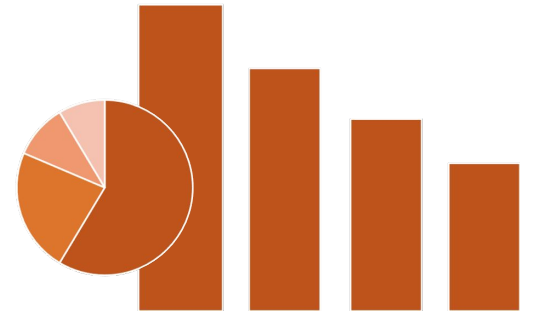
We will take a deeper dive into both the **mix** and the **feet** to give you the right data you need to make the right decisions moving into the fall season. This insight will help answer many of the questions being asked about how to increase foot traffic and maximize your revenue with each visitor to your farm.

Keep a keen eye on **your mix** this month...and at the end of the 2021 season, we will be able to look at all three years of **feet** to see the overall impact of Covid as it relates to attendees...*year over year over year.*

Let's interrogate the numbers and see what they confess to....



YEAR TO DATE COMPARED TO LAST YEAR...



OVERVIEW: AGRI-BENCHMARKING RESPONDENTS

There are a Total of 20 Respondents that Provided Sales Data from January 2021 - June 2021. We Then Compared These 20 Respondents to This Time Last Year.

Year	Total Sales YTD
2020	\$11,148,825
2021	\$14,445,508
\$ Inc/Dec	+\$3,296,683
% Inc/Dec	+29.57%

OVERVIEW: AGRI-BENCHMARKING RESPONDENTS

There are a Total of 20 Respondents that Provided Sales Data for **Both** June 2020 & June 2021 Only.

Year over Year	Respondents	Sales
June 2020	20	2,806,237
June 2021	20	3,636,305
Percentage Growth	29.6%	(+830,068)

OVERVIEW: GROUP BREAKDOWN JAN 2021 - JUNE 2021

	Group E	Group D	Group C	Group B	Group A	Group # Total
# of Members	7	4	8	0	1	20 Members
% of YTD Total	68.54%	25.59%	5.86%	0	.01%	100% (\$14M)

Member Total

20

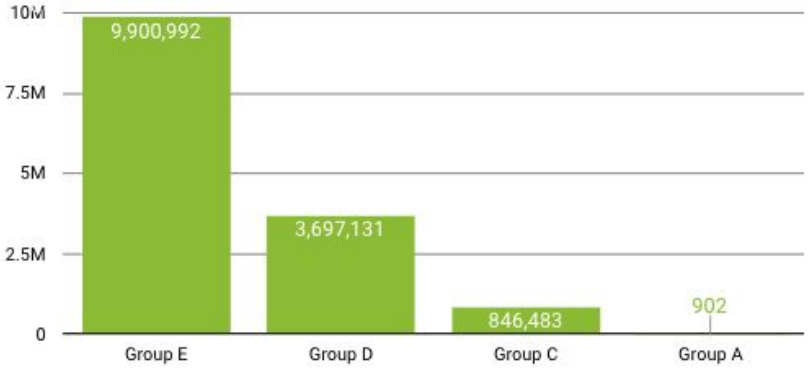
Total Group Sales

14,445,508

▲ 3,296,683 from previous year
▲ 29.6% from previous year

▲ \$3,636,305 from previous month
▲ 33.64% from previous month

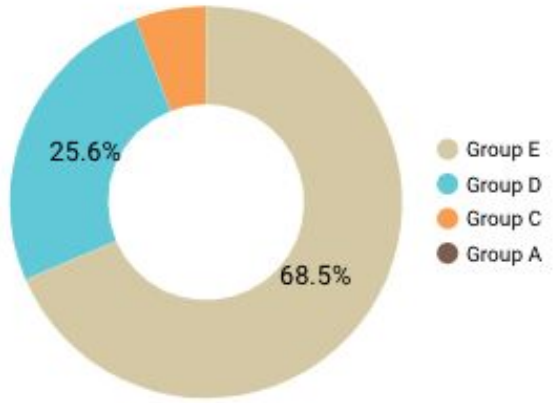
Group Sales Breakdown



Group Name / Total					
Month	Group E	Group D	Group C	Group A	Grand total
January	1,241,802	360,852	6,244	0	1,608,898
February	1,075,970	273,588	11,243	0	1,360,801
March	1,350,934	506,513	58,918	0	1,916,365
April	1,550,536	537,998	80,418	0	2,168,952
May	2,109,902	1,391,164	253,121	0	3,754,187
June	2,571,848	627,016	436,539	902	3,636,305
Grand t...	9,900,992	3,697,131	846,483	902	14,445,508

OVERVIEW: GROUP PERCENTAGE BREAKDOWN

Group % of Total



2021 Grand Total Compared to 2020

Group Name ▲	Total	% Δ
Group A	902	-
Group C	846,483	-13.0% ↓
Group D	3,697,131	98.3% ↑
Group E	9,900,992	19.1% ↑



Member #	2020 YTD	2021 YTD	\$ Inc/Dec	% Inc/Dec
1003	1,024,791	1,254,237	229,446	13%
1009	11,411	34,291	22,880	1%
1011	623,255	571,383	-51,872	-3%
1029	205,130	1,837,220	1,632,090	89%
Total	1,864,587	3,697,131	1,32,544	98.3%

NUMBER OF ATTENDEES & SALES: YTD JAN-JUNE 2021

Sum of # of People Who Attend	2020	2021	\$ Inc/Dec	% Inc/Dec
Group A	-	200	200	-
Group B	-	-	-	-
Group C	32,858	31,819	(1,039)	-3.16%
Group D	87,284	137,833	50,549	57.91%
Group E	340,717	472,771	132,054	38.76%
Grand Total	460,859	642,623	181,764	39.44%

Sum of Total Sales	2020	2021	\$ Inc/Dec	% Inc/Dec
Group A	-	902	902	
Group B	-	-	-	
Group C	973,249	846,483	(126,766)	-13.03%
Group D	1,864,587	3,697,131	1,832,544	98.28%
Group E	8,310,989	9,900,992	1,590,003	19.13%
Grand Total	11,148,825	14,445,508	3,296,683	29.57%

Reminder: Member 1029 in Group D showed a 89% (205K to 1.837M in 2021) Increase that impacted the Group's 98% Increase Compared to Last Year.

NUMBER OF ATTENDEES: JAN-JUNE 2021 MONTHLY BREAKDOWN

YEAR	JAN	FEB	MAR	APR	MAY	JUN	YTD TOTAL
2020	53,568	50,588	56,816	64,166	106,672	129,049	460,859
2021	64,845	55,823	78,981	96,295	158,537	188,142	642,623
# Inc/Dec	+11,277	+5,235	+22,165	+32,129	+51,865	+59,093	+181,764
% Inc/Dec	21.05%	10.35%	39.01%	50.07%	48.62%	45.79%	39.44%

OVERVIEW: YTD AVG PER CAP

Group Avg. Per Cap	2020	2021	\$ Inc/Dec	% Inc/Dec
Group A	-	\$ 4.51	\$ 4.51	-
Group B	-	-	-	-
Group C	\$ 29.62	\$ 26.60	\$ (3.02)	-10.19%
Group D	\$ 21.36	\$ 26.82	\$ 5.46	25.56%
Group E	\$ 24.39	\$ 20.94	\$ (3.45)	-14.14%
Grand Total	\$ 24.19	\$ 22.48	\$ (1.71)	-7.08%

OVERVIEW: YTD AVG PER CAP MONTHLY BREAKDOWN

YEAR	JAN	FEB	MAR	APR	MAY	JUN	YTD TOTAL
2020	16.11	19.49	22.54	31.82	29.73	21.75	24.19
2021	24.81	24.38	24.26	22.52	23.68	19.33	22.48
# Inc/Dec	8.70	4.89	1.73	(9.29)	(6.05)	(2.42)	(1.71)
% Inc/Dec	53.97%	25.10%	7.66%	-29.21%	-20.36%	-11.12%	-7.08%

LABOR/SALES: YTD JAN - JUNE 2021

Member Total

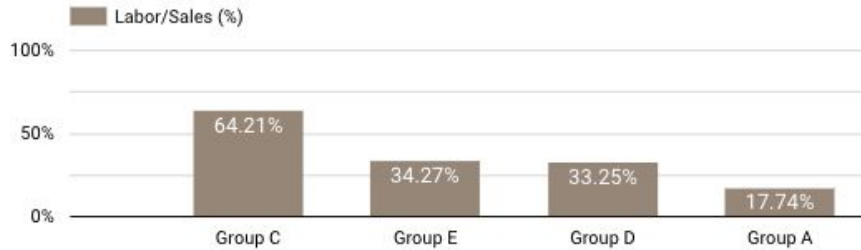
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2021 Total Labor/Sales (%)

36%

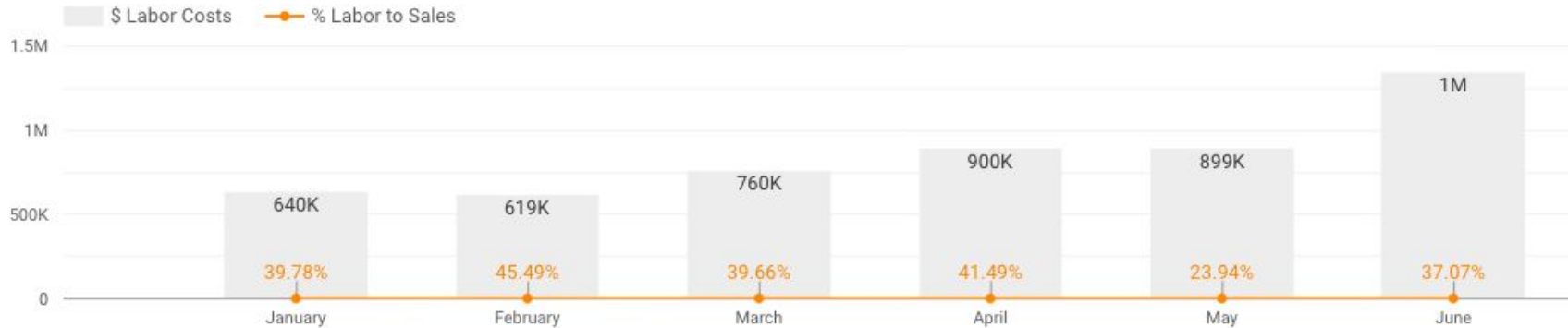
↓ -0.69% from previous year

Labor/Sales by Group



NAFDMA
Industry Standard
30 - 40%

% Labor/Sales Compared to Previous Month



LABOR/SALES GROUP BREAKDOWN: YTD JAN - JUNE 2021

Member Total

20

2021 Total Labor/Sales (%)

36%

↓ -0.69% from previous year

Labor/Sales	2020	2021	\$ Inc/Dec	% Inc/Dec
Group A	-	17.74%	0.00%	0.00%
Group B	-	-	-	-
Group C	51.48%	64.21%	12.73%	24.74%
Group D	56.18%	33.25%	-22.92%	-40.81%
Group E	30.27%	34.27%	4.00%	13.21%
Grand Total	36.45%	35.76%	-0.69%	-1.90%

TOP 5 CATEGORY SALES BY GROUP: YTD 2021 COMPARED TO YTD 2020

Jan - Jun 2020

% Breakdown Rank by Category Grand Total

Category	Total Sal...	% of ...
Gifts/Other Retail	4,139,113	37.13%
Retail Agriculture Products	3,499,197	31.39%
Garden Center Sales	1,228,432	11.02%
Bakery	871,418	7.82%
Entertainment & General Admission Entry Sales	319,224	2.86%
Pick Your Own Sales	210,700	1.89%
Alcohol	207,864	1.86%
Food Consumed On The Farm	169,897	1.52%
Value Added Sales	135,392	1.21%
Pick-Your Own Admission Sales	122,050	1.09%
Off-Site Farmers Market Sales	97,682	0.88%
Wholesale Agriculture Products	78,571	0.7%
Festival & Events	67,320	0.6%
Entertainment Pay to Play/Extra Sales	1,965	0.02%
Grand total	11,148,825	100%

Jan - Jun 2021

% Breakdown Rank by Category Grand Total

Category	Total Sal...	% of ...
Gifts/Other Retail	4,232,076	29.3%
Retail Agriculture Products	3,068,030	21.24%
Entertainment & General Admission Entry Sales	2,095,572	14.51%
Garden Center Sales	1,454,188	10.07%
Bakery	1,076,547	7.45%
Food Consumed On The Farm	912,548	6.32%
Pick Your Own Sales	403,901	2.8%
Festival & Events	311,844	2.16%
Alcohol	241,083	1.67%
Value Added Sales	208,256	1.44%
Pick-Your Own Admission Sales	205,590	1.42%
Off-Site Farmers Market Sales	130,313	0.9%
Entertainment Pay to Play/Extra Sales	78,514	0.54%
Wholesale Agriculture Products	27,046	0.19%
Grand total	14,445,508	100%

TOP CATEGORY IMPROVEMENTS: YTD 2021 COMPARED LYTD

Category ^	Total	% Δ
Alcohol	241,083	16.0% ↑
Bakery	1,076,547	23.5% ↑
Entertainment & General Admis...	2,095,572	556.5% ↑
Entertainment Pay to Play/Extra...	78,514	3,895.6% ↑
Festival & Events	311,844	363.2% ↑
Food Consumed On The Farm	912,548	437.1% ↑
Garden Center Sales	1,454,188	18.4% ↑
Gifts/Other Retail	4,232,076	2.2% ↑
Off-Site Farmers Market Sales	130,313	33.4% ↑
Pick Your Own Sales	403,901	91.7% ↑
Pick-Your Own Admission Sales	205,590	68.4% ↑
Retail Agriculture Products	3,068,030	-12.3% ↓
Value Added Sales	208,256	53.8% ↑
Wholesale Agriculture Products	27,046	-65.6% ↓
Grand total	14,445,508	29.6% ↑

Member Total
20

2021 Sales

14,445,508

↑ 3,296,683 from previous year

↑ 29.6% from previous year

Top 5 Improved Category Sales:

1. Entertainment Pay to Play/Extra Sales
2. Entertainment & General Admission
3. Food Consumed on the Farm
4. Festival & Events
5. Pick-Your Own Admission Sales

E-COMMERCE: 2020 COMPARED TO 2021 YTD

2020

Member Number
30

Grand Total
16,250,705

E-commerce Members
18

E-commerce Sales Grand Total
2,407,546

% of E-commerce Sales to Grand Total
14.82%

2021

Member Number
28

Grand Total
15,817,788

E-commerce Members
13

E-commerce Sales Grand Total
703,483

% of E-commerce Sales to Grand Total
4.45%

Member Number
13

Grand Total
12,286,715

E-commerce Members
13

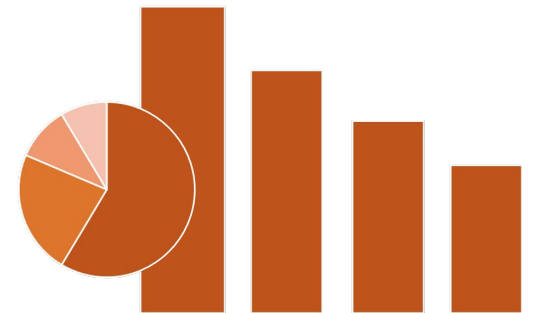
E-commerce Sales Grand Total
703,483

% of E-commerce Sales to Grand Total
5.73%

Member #	E-Commerce	Grand Total	% of E-Commerce to Sales
Member 1013	3,548	3,548	100%
Member 1020	35,248	47,382	74.39%
Member 1031	19,859	73,330	27.08%
Member 1015	95,155	912,298	10.43%
Member 1027	464,297	6.648M	6.98%

MONTH OVER MONTH...

JUNE 2021



OVERVIEW: AGRI-BENCHMARKING RESPONDENTS

There are a Total of 20 Respondents that Provided Sales Data for June 2021

Respondents	Sales
20	3,636,305

OVERVIEW: AGRI-BENCHMARKING RESPONDENTS

Of the 20 Respondents, 19 Members Provided Sales Data for **BOTH** May 2021 and June 2021.

Year over Year	Respondents	Sales
May 2021	19	3,754,187
June 2021	19	3,441,506
Month to Month Comparison	- 8.33%	-\$312,681

FOR ALL That Reported in May and June,
The Number of People Rose From 158K to 183K.
(An increase of +15.61% totaling +24K)

AVERAGE PER CAP: JUNE 2021 COMPARED TO MAY 2021

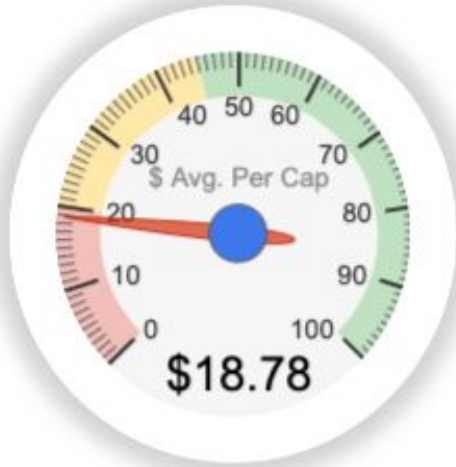
June 2021

Member Total
19

2021 Avg. Per Cap
\$18.78

↓ -13.6% from previous year

-20.70% from previous month



May 2021

Member Total
19

2021 Avg. Per Cap
\$23.68



June 2021 Compared to May 2021: A decrease of - **\$4.90** resulting in - **20.70%** June 2021 Compared to May 2021
June 2020 Compared to June 2021: A decrease of - **\$2.97** resulting in a - **13.6%** decrease in Avg. Per Cap

LABOR TO SALES: JUNE 2021 COMPARED TO MAY 2021

June 2021

Member Total
19

2021 Total Labor/Sales (%)
35%

↓ -1.37% from previous year
↓ 44% from previous month



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May 2021

Member Total
19

2021 Total Labor/Sales (%)
24%



June 2021 Compared to May 2021: An increase of **10.60%** totaling **44.31%** Increase
June 2020 Compared to June 2021: A decrease of **-1.48%** totaling **1.37%** improvement

TOP CATEGORY SALES: JUNE 2021 COMPARED TO MAY 2021

June 2021

Category	Total Sal...	% of ...
Gifts/Other Retail	812,879	23.62%
Retail Agriculture Products	699,544	20.33%
Entertainment & General Admission Entry Sales	449,355	13.06%
Food Consumed On The Farm	259,143	7.53%
Pick Your Own Sales	254,766	7.4%
Bakery	231,624	6.73%
Garden Center Sales	228,531	6.64%
Pick-Your Own Admission Sales	187,611	5.45%
Off-Site Farmers Market Sales	99,528	2.89%
Alcohol	81,242	2.36%
Festival & Events	73,653	2.14%
Value Added Sales	45,531	1.32%
Entertainment Pay to Play/Extra Sales	14,546	0.42%
Wholesale Agriculture Products	3,553	0.1%
Grand total	3,441,506	100%

May 2021

Category	Total Sal...	% of ...
Garden Center Sales	1,106,288	29.47%
Gifts/Other Retail	863,692	23.01%
Retail Agriculture Products	578,919	15.42%
Entertainment & General Admission Entry Sales	451,955	12.04%
Bakery	243,060	6.47%
Food Consumed On The Farm	215,555	5.74%
Pick Your Own Sales	95,700	2.55%
Alcohol	62,138	1.66%
Festival & Events	36,494	0.97%
Value Added Sales	36,271	0.97%
Off-Site Farmers Market Sales	30,013	0.8%
Pick-Your Own Admission Sales	16,865	0.45%
Entertainment Pay to Play/Extra Sales	15,037	0.4%
Wholesale Agriculture Products	2,200	0.06%
Grand total	3,754,187	100%

NAFDMA TREND-SETTERS: YTD 2021 COMPARED TO 2020



Member	YTD 2020	YTD 2021	\$ Inc/Dec	% Inc/Dec
1029	205,130	1,837,220	1,632,090	795.64%
1009	11,411	34,291	22,880	200.51%
1033	422,724	831,727	409,003	96.75%
1024	357,272	634,540	277,268	77.61%
1006	462,507	673,557	211,050	45.63%

Congratulations To These Members That Showed Significant Increases For YTD.

NAFDMA TREND-SETTERS: MONTH OVER MONTH (MAY TO JUNE)



Member	May 2021	June 2021	\$ Inc/Dec	% Inc/Dec
1014	500	5,150	4,650	930.00%
1006	91,977	333,189	241,212	262.25%
1010	60,766	214,412	153,646	252.85%
1009	5,475	16,250	10,775	196.80%
1024	81,832	165,604	83,772	102.37%

*Congratulations To These Members That Showed Significant Increases
From May 2021 to June 2021*

TOP PERFORMER: (YOY) AND (MOM)

We Had 3 Top Performers!

These Top Performing Member Showed Increases in Both (Year over Year) and (Month over Month.)



Member 1006, 1009 & 1024

Member 1006: MOM 262%, YTD 46%
Member 1009: MOM 196%, YTD 201%
Member 1024: MOM 102%, YTD 78%

TOP PERFORMER(S): INDIVIDUAL CATEGORY BREAKDOWN



Member 1006 / Group E

Member 1009 / Group D

Member 1024 / Group E

Category	Total Sal...	% of ...
Gifts/Other Retail	182,492	27.09%
Bakery	105,241	15.62%
Pick-Your Own Admission Sales	102,552	15.23%
Pick Your Own Sales	63,135	9.37%
Retail Agriculture Products	46,448	6.9%
Festival & Events	40,811	6.06%
Alcohol	33,641	4.99%
Value Added Sales	30,829	4.58%
Off-Site Farmers Market Sales	29,160	4.33%
Entertainment Pay to Play/Extra Sales	17,230	2.56%
Entertainment & General Admission Entry Sales	16,113	2.39%
Food Consumed On The Farm	5,905	0.88%
Garden Center Sales	0	0%
Wholesale Agriculture Products	0	0%
Grand total	673,557	100%

Category	Total Sal...	% of ...
Festival & Events	34,561	100.79%
Off-Site Farmers Market Sales	0	0%
Wholesale Agriculture Products	0	0%
Entertainment Pay to Play/Extra Sales	0	0%
Pick-Your Own Admission Sales	0	0%
Garden Center Sales	0	0%
Bakery	0	0%
Gifts/Other Retail	0	0%
Value Added Sales	0	0%
Alcohol	0	0%
Food Consumed On The Farm	0	0%
Pick Your Own Sales	0	0%
Retail Agriculture Products	0	0%
Entertainment & General Admission Entry Sales	-270	-0.79%
Grand total	34,291	100%

Category	Total Sal...	% of ...
Entertainment & General Admission Entry Sales	391,880	61.76%
Food Consumed On The Farm	80,696	12.72%
Pick Your Own Sales	56,313	8.87%
Gifts/Other Retail	54,762	8.63%
Festival & Events	40,687	6.41%
Alcohol	7,533	1.19%
Entertainment Pay to Play/Extra Sales	2,669	0.42%
Value Added Sales	0	0%
Wholesale Agriculture Products	0	0%
Bakery	0	0%
Garden Center Sales	0	0%
Pick-Your Own Admission Sales	0	0%
Retail Agriculture Products	0	0%
Off-Site Farmers Market Sales	0	0%
Grand total	634,540	100%

BENCHMARKING 2020 AVERAGES

“MAGIC NUMBERS”

Group	Average Per Cap	Labor/Sales
Group A	\$15.04	29.81%
Group B	\$25.34	50.26%
Group C	\$18.02	26.24%
Group D	\$20.68	33.85%
Group E	\$22.53	28.11%
Group Average	\$21.60	28.91%

2020 Averages Based Upon Members of Agri-Benchmarking™ Powered by Agritourism.Life



BENCHMARKING 2020 AVERAGES

“MAGIC NUMBERS”

Month:				
Group	Avg. Per Cap	Our Farm	Labor/Sales	Our Farm
Group A	\$15.04		29.81%	
Group B	\$25.34		50.26%	
Group C	\$18.02		26.24%	
Group D	\$20.68		33.85%	
Group E	\$22.53		28.11%	
Group Avg.	\$21.60		28.91%	

2020 Averages Based Upon Members of Agri-Benchmarking™ Powered by Agritourism.Life



FINAL THOUGHTS...

1. **Our Goal** for 2021 Should be 90% or Better Respondents Each Month.
2. **Your Focus** Keep a keen eye on the mix of the Trend-setters and adjust accordingly.
3. **Your Interest** Drive foot traffic and maximize sales opportunities during each “touch point.”
4. **Your Consideration** Determine the viability of an e-commerce platform.
5. **Your Outcome** Is Making Better Business Decisions Through Benchmarking!

