

THE WALKTHROUGH CHECKLIST

ARRIVAL AND EXTERIOR

- ☐ Easy to find farm or business.
- ☐ Visible and clear road signs.
- ☐ Accurate online maps.
- ☐ Prominent and attractive farm or business sign.
- ☐ Easy to find driveway or entrance.
- ☐ Well marked driveway or entrance.
- ☐ Safe entry/exit driveway or entrance.
- ☐ Logical traffic flow.
- ☐ First Impression: Overall visual appealing and maintained.
- ☐ Authenticity: Does it feel real?

PARKING AREA

- ☐ Designated parking area is clearly marked and easy to find.
- ☐ Signage clearly directs visitors to the parking area.
- ☐ Barriers in place to define the parking area.
- ☐ Space is adequate for easy maneuvering.
- ☐ Marked spaces: Clearly defined parking spots.
- ☐ Entry/Exit space is sufficient for safe movement.
- ☐ Overall good condition.
- ☐ Smooth, free of potholes and obstacles.
- ☐ Dry surface and no excessive mud.
- ☐ Gravel or other measures in place to reduce dust.
- ☐ Paving in place for a comfortable walking surface.

OUTDOOR AREAS

- ☐ Great first impressions.
- ☐ Seating: Picnic tables, benches, or pavilion available.
- ☐ Designated playing area for children.
- ☐ Signage with clear instructions and information.
- ☐ Safe property & clear of hazards.
- ☐ Junk/Clutter is removed and area is free of unnecessary items.
- ☐ Tripping hazards are addressed and minimized.
- ☐ Machinery and equipment is stored securely.
- ☐ Chemicals are stored, locked and out of sight.
- ☐ Secure fencing and barriers around animal enclosures.



BUILDING FACILITIES

- ☐ Buildings are accessible and easy to access.
- ☐ Exterior is well maintained and visually appealing.
- ☐ Entrance is clearly marked and inviting.
- ☐ Doorways are wide enough for easy access.
- ☐ Floors are smooth, level, and safe.
- ☐ Lighting is well-lit and bright.
- ☐ Hazards are minimized or eliminated.
- ☐ Clutter is under control and space is tidy.

HOSTING EXPERIENCE

- ☐ Merchandise is clearly visible and easy to access.
- ☐ Checkout is easy to locate and access.
- ☐ Displays are effectiveness and maximize product exposure.
- ☐ Displays are in good condition, sturdy, safe, and free of damage.
- ☐ Display aesthetics are consistent in style and visually appealing.
- ☐ Displays are varied and offer different product sizes and options.
- ☐ Decor is appropriately themed, consistent and complements the farm's atmosphere.
- ☐ Signs are readable with clear fonts and appropriate size.
- ☐ Signs are consistency and use the farm's branding and style.
- ☐ Signs are appropriately organized by type with product, informational, and pricing signs.
- ☐ Customer Convenience (Score: 0-3):
- ☐ Shopping Baskets/Carts are available for customer use.
- ☐ Multiple payment Options are available: credit/debit, cash, gift cards.
- ☐ Tasting opportunities are available and encouraged with product sampling.
- ☐ Recipes and product information and available for added value.
- ☐ Bathrooms are clean and accessible.
- ☐ Seating/Eating Areas are clean and accessible.
- ☐ Personnel are well identified, greet customers, are helpful and knowledgeable.
- ☐ Personnel engage and interact, offer local area recommendations.

PROGRAMS AND OFFERINGS

- ☐ There are multiple activities on site.
- ☐ Activities are engaging and appropriate for all ages.
- ☐ Activities are consistent.
- ☐ Farm tours are well-organized and informative.
- ☐ Farm tours are adaptable to group interests.
- ☐ Events/Festivals are engaging and consistent.
- ☐ Onsite Events/Festivals are well-organized and provide memorable experiences.
- ☐ Offsite Events/Festivals are well advertised and additional info is easily accessible.
- ☐ Onsite Lodgings are well-maintained, clean and easily accessible.
- ☐ Offsite Lodgings are well advertised and additional info is easily accessible.