Beginning Farmer Annual Customer Review

An annual customer review template for beginning farmers. It organizes customer numbers, feedback, and changes so a farm can plan better service next year. Fill it out in pencil so it is easy to update.

Farm / unit: _____ Date: _____ By: _____

Total customers by channel

New and returning customers

Top selling products

Feedback themes

Complaints and fixes

Customers lost and why

Customer goals for next year

Changes to make

Review date

TIP Review the customer list at the end of each season and thank loyal customers.