Farm Annual Customer Review

A farm annual customer review template for looking at who bought what over the year, which customers came back and what to improve for the next season.

Farm / unit: _____ Date: _____ By: _____

Year reviewed

Customer groups served

Top selling products

Repeat customers

Customers lost or inactive

Feedback received

Complaints and fixes

Price or product changes

Marketing results

Plans for next year

TIP Use your own sales records and notes, and thank your best customers by name.