

## CHARGING FOR FARM TOURS

Only you can decide if you want to charge for a farm tour. It is a personal choice that each farm needs to decide for your own farm or ranch.

Here is how two Midwest emu farms handled charging for tours.

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**“Sugar Maple Emu Farm”, Wisconsin** - Over the 20+ years that they gave tours, they only charged for an organized bus tour, if the group was over 30 people. Extra help was needed for a crowd of 30-50 visitors. A commercial tour bus company was charged \$1.00 per person for these tours but, children with schools, churches, scouts, 4-H and such groups, were never charged a set fee.

They set-up a store in their garage and provided a video viewing area and store displays with brochures for visitors to take with them. These brochures included:

- product price brochures
- emu oil information brochures
- emu meat brochure
- 2 favorite recipes brochures
- emu brochures
- tour brochures
- Color the emu page

When visitors would ask what the cost was for the tour, the reply to them was, “If you like the tour, you can leave something but, there is no set fee.” Some families or groups left from \$5.00 – \$35.00 but, some didn’t leave anything, which was OK, too. Giving a tour was always considered advertising and not considered a money maker in itself. Keep in mind that before visitors left, most bought something from the farm store that was set up in the garage. Sugar Maple Emu Farm relied on store sales, website sales and repeat customers to cover the expense of giving tours. The tours were done for “educational purposes”.

During all the years that their store was set-up, they never had set store hours unless they hosted an Open House. All other visits for tours or product sales were listed as “by appointment only”. Since their farm was well off the beaten path (4 miles from the main highway and 8 miles from town), they would tell customers, “We are always here, unless we’re not, so, always call ahead to make sure someone will be here”. This system worked out well for them for the 20+ years that they gave tours and sold products.

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**“4-D Acres”, Kansas** – Other than during an Open House, they always charged for their farm tours. This is the information on what they charged.

## EMU FARM TOURS

### **ADULTS ~ 18 & Older – \$5.00**

- Adults received
  - a bag with a catalog of products
  - price sheet
  - emu egg shell piece
  - a feather, emu pin

- a .25 oz. bottle of emu oil (retail value \$5.00) or a \$5.00 coupon instead of the emu oil

### **CHILDREN ~ 5 – 17 – \$3.00**

- Children 5 - 17 received
  - an egg shell piece

one) a feather  
emu pin  
coloring book (ET&T has a good  
a box of 6 crayons

**CHILDREN ~ UNDER 5 – FREE**

Children under 5 received  
a coloring book  
an egg shell piece  
a feather.

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