



# FAQ's & NAFDMA Premium Member Pricing

## Who can participate in the NAFDMA Benchmarking program?

Any premium member of NAFDMA is eligible and welcome to participate. We encourage your participation, as the more members who provide data, better comparative results and insights will be gathered.

## Do I have to participate all 12 months if I am only open a portion of the year?

Yes. As 2020 has shown us, our “expected” open months may vary. Many farms who were typically only open in certain times found themselves setting up drive-thru events or on-line ordering platforms. This revenue would need to be captured for the benchmarking platform to be most effective. As well, every farm should use the data year-round. There are lessons to be learned from farms who are open throughout the year. The Agri-Trends Reports will be provided each month to all attendees with critical analysis, even if your farm is not open for business at that time.

## Can we add a category to compare in the benchmarking platform?

We may be adding additional functionality in the future if the majority of users determine it is needed, but we want to get everyone going in the current system for the moment. Part of the design discussion with the NAFDMA team was a desire to keep the system clean and efficient for the end user. For now, we intend to use an occasional “Pulse Survey” to incorporate additional data analysis questions.

## As a user of the benchmarking platform, what do I get?

You have the anonymous ability to interrogate data to compare your farm to the industry as a whole, to others within various categories, and to compare yourself over time. You can see how you are faring in key business measurements and you also receive a monthly Agri-Trends Report which provides analysis into the data – pointing to trends you may not have noticed in the overall industry data.

Additionally, you will have access to the “Resources Library” that houses videos which provide context and strategy to the data you either receive in your “Agri-Trends Report” or the data you find on your own. *It's not just knowledge...it's applied knowledge to your agritourism business.*

You can also participate anonymously in the discussion forum to better understand trends you may see in the data, or message a particular user (again – anonymously) to gain context in how they may be seeing key results in their business so you may better implement their learnings on your farm. “Data Drives Decisions” – with each comprehensive analysis, you can make better and more informed decisions on your farm to drive revenue, manage labor costs, and improve your categories.

## How much does Benchmarking cost?

NAFDMA has negotiated a discounted rate of **\$39/month** for **premium members** beginning October 1, 2021. You must sign up by September 15<sup>th</sup>, 2021 to receive the NAFDMA discounted pricing.

You may also choose to “back enter” your data prior to your start date of October 1, 2021 by paying a flat fee of \$499 for both 2020 and 2021 data. You will have the benefit of both 2020 and 2021 benchmarking with the existing cohort, and would be able to compare and contrast two years of data starting on day one. ([See Pricing Plan](#))