



## “The Farm Search Engine”

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FarmVist.com is formed to allow the farms market their produce easier and more effective. We provide a search engine that allows the public to easily find the farm that they are looking for. They can search by produce, attractions or simply browse through all our farms in our database.

FarmVisit.com started by enthusiasts who wanted to provide a search engine to find farms. We have been actively working with the farmers and ranch owners to promote the agritourism and farm industry in North America.

FarmVisit.com is continually reinventing itself and focused on providing better content to our readers. Our goal is to provide a unique site for farmers and a place for the public to go to. Please write to us if you have any questions or concerns at [info@farmvisit.com](mailto:info@farmvisit.com)

### **Vision**

To foster and promote farming and agritourism related businesses in North America. For better marketing of the farms, create a source of information and reference for the public to easily search and locate farms in a meaningful manner.

### **Principles**

The Farm Visit’s mission and core business are supported and rooted in the following principles:

- Focus on the needs of farms and promoting their business.
- Better informed public is essential to enhancing and promoting farming in North America.
- To promote businesses and products related to farming in North America.
- Effective, on-going relations with farmers and ranch owners to allow for better exchange and communication.

### **Our Purpose**

- To provide public centric farm information and content.
- To foster better exposure and understanding of farms and products to the public.
- To remain as a source of reference about farms on the Internet.
- Serve as gateway of information related to farming businesses.

### **About Us**

We are a very small company, but have years of experience working for major corporations. We are a great outdoor enthusiast and enjoy spending time on the farm.

We have been approached by a number of people who have asked us for farms that they should visit. We decided to utilize our experience to design a meaningful search engine that allows the public to connect to the farmers. This also allows for farmers to market their produce and service more effectively.

We are not a major corporation with millions of dollars (if you are, consider supporting us by advertising on this website). We just wanted to create a great marketing means for farms by use of technology.

To ensure our records are accurate we contact farms and businesses listed in our farm search engine on an annual basis and ask them to provide their updated information. You will need to verify and correct this information and return it back to us. **Please note that even if your information hasn't changed you still need to send this information back to us.** We keep a record of when the farm last updated their information and we will remove the farms that haven't updated their information. Our vision is to foster and promote farming and agritourism related businesses in North America and create a source of information and reference for farms, which allows the public to easily search for farms in a meaningful manner.

### ✓ **Our Farm Search Features**

We benefit from a number of different technologies that allows us to create a very unique search engine that provides meaningful results for the farms. We provide an easy search mechanism to look for farms in each state, in the following manner:

#### ❖ **Produce Search**

Using our produce search tool, you can simply select the counties that you are interested, choose the produce that you are looking for and then select the type of service that you would like. For example, using our produce search, you would be able to easily search for a farm that has pick-your-own for cherries for all counties. The search result would produce a list of farms that offer pick-your-own and have cherries that can be picked. The search results are displayed in random order to ensure equal opportunity for every farm.

#### ❖ **Attraction Search**

Using our attraction search, you can easily select the counties that you are interested in and choose the attractions that you would like. For example, using our attraction search engine you would be able to search for farms that have a maze and offer tours. The search results are displayed in random order to ensure equal opportunity for every farm.

#### ❖ **Browse Farms**

Using this tool you can simply browse through all the farms that are listed for the state. This allows you to go through all farms and check the details of the farm.

#### ❖ **Region Specific Produce**

As we wanted to create a meaningful search engine for farms, we understood that certain regions can only grow certain produce. Therefore our search engine was designed to display list of produce available in the farms for that States/Provinces.

#### ❖ **In Season Reminder**

Public can subscribe to this service and get an e-mail reminder when a produce is in season for the specified State/Province. This is a great tool that allows the informed public to visit the farms when a produce is in season.

### ✓ **Features for your listing**

Our search engine technology allows us to provide statistics on the farms and also statistics on searched produce for each State/Province. We make this report available to the farmers to allow them to operate their farms more effectively. Our goal is to make a search engine that allows better marketing of the farms, and we welcome any comments or suggestions you may have. If your farm offers produce, services or attractions different from our current listed options please let us know as we can add them in our system.

On our search engine we display what produce is in season and this allows a less aware public to know what produce is currently in season. To accurately display the in season produce we are also attaching in-season form, please take some time and fill it out for us as your input would allow us to provide better information and marketing strategy for your farm. To allow us effectively market your farm, we provide a dedicated FarmVisit.com domain name that directly displays your farm information. This dedicated Internet address is based on your business name and displays your farm information. You can publish this Internet Address to the public as your own Internet address and use it until your farm is listed with us. The default domain name is based on your business name. For example, if your farm is called "Sample Cherry Farm", then the web address assigned to you would be <http://samplecherryfarm.farmvisit.com>. You can use this web address as your own and this page displays the information about your farm. This page is the information page that we have generated for your farm from the update form that you send us on yearly basis. **There is no cost for this service.**

### ❖ **Change your Farm Visit Web Address**

You can change the domain name that has been assigned to you. You can request this change through your update form. Please note that it is based on first come availability and the sooner we get your request the better your chance in receiving your desired web address.

### ❖ **Your own custom domain name**

Some farms have registered and paid for a custom domain name and are paying a monthly fee to have their web site hosted. We can provide a solution to allow your custom web address pointed to your Farm Visit listing page. If you are interested in this solution please contact us by e-mail or phone and we will be able to provide you with more information.

### ❖ **I have access to Internet**

You can sign up for a Farm Visit eTool account that allows you to Add/Update your listing. With your Farm eTool you can update your information, update the list of produce and also change the availability of your produce. For using the Farm eTool you don't need any additional software other than an Internet Browser. If you want to sign up for the Farm eTool, you need to visit FarmVisit.com and create an account. If your farm is already listed with us and you want to maintain the listing, you need to create an account and contact us. We will add the permission to your account for editing your farm's information.

### ✓ **Other Marketing Offers**

We are also working on a loyalty program to allow the people who visit the farms a greater advantage and benefit. We highly encourage you to participate in the program as this would encourage more people to participate into the program and therefore bring a greater number of customers to the farms.

#### **Incentive Program**

Through our incentive program the public would sign up and we would send them a "Farm Visitor" membership card with their information on it. With this card, "Farm Visitors" are able to take advantage of discount from participating farms. The farms have the flexibility of choosing the discount that they offer and also can have individual rules and restrictions for discount that is offered for this program.

We advertise on our website about the discount and benefits that are offered to Farm Visitors for each farm. This would allow the members to choose the best farm that offers them a discount to visit.

The Farm Visitor members are asked to inquire before purchase about the benefits and discounts offered to the Farm Visitors. They also need to present the card with another piece of ID.

#### **Benefits for Farms**

Membership cards have proven themselves to be a method for the people to increase their visits and shopping habits.

Through our Farm Visitor program we allow loyal visitors to come to your farm more often and make more purchases at your farm because they would be getting a discount. This enhances their loyal habits and rewards them through discounts that are offered.

The membership program also allows for the loyal visitors to encourage other friends and family to visit the farm directly and shop from their favorite farms.

#### **Feedback**

We have also included an area where you can send us your comments. We greatly appreciate you taking your time and filling out any comments or suggestions you may have.

#### **Administration Cost**

There is a \$14 administration cost for processing your farm update. Please include a check made payable to **Yasna Inc.** included with your farm update forms. This is to cover our cost of administration for processing your forms.

Please note that we are a very small company and we have no government affiliation or outside funding. The service is free of charge. This administration fee is to cover the cost of hiring a person to enter the information.

But once you are listed on our website there is no fee or charges to having your information listed on our website or using the service.

#### **Contact Information**

Telephone number: 416-730-0711

E-Mail: [farms@FarmVisit.com](mailto:farms@FarmVisit.com)

