

Monetizing with Farm Tours



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Owner



Who We Are

- Began farming in 1993
- Sassy Cow Creamery opened in 2008
 - Bottle milk and handcraft ice cream
- Started the creamery to:
 - Add value to our milk
 - Stabilize milk price
 - Grow business to pass along to the next generation



Third Generation Farm

- Operate two farms
 - Organic farm: 200 cows
 - Traditional farm: 600 cows
- Farming the same land since 1946
- 8 full time employees
- Operate over 1,800 acres





Farmstead Creamery

- Only use the milk from our two herds
- Process 1.3 million pounds per month
- Dairy plant runs Monday-Friday, 15 full time employees
- Produce over 50 flavors of ice cream

Creamery Production

- Milk brought up daily from both farms
- Start at 5 a.m. and typically run to 10 p.m.
- Milk is pasteurized, homogenized and separated
- Milk Products
 - White
 - Chocolate
 - Heavy cream
 - Half and half
 - Seasonally: strawberry and egg nog
- Over 50 flavors of ice cream



Distribution

- Five food service and retail distributors
- Pick up from our dock and distribute to customers
 - 125 Grocery stores
 - 150 Restaurants/Food Service
 - 100 Coffee Houses
- Distribution Area
 - Wisconsin
 - Twin Cities
 - Chicagoland
- 95% of our business is done offsite





Why Agritourism

- Diversify our business
- Increase profits through tours
- Show how we care for our land, cows and products
- Give consumers the ability to see, touch and taste

Creamery Store

- Located at the creamery
- Open year round
- Viewing windows to watch milk and ice cream production
- People can purchase our products along with wide variety of other Wisconsin products
- Outdoor activities
 - Calf and goats
 - Playground
 - Outdoor seating and shelter
 - Crop plot



Creamery Store Expansion

- Summer 2019 tripled store size
- Added the Farmhouse Kitchen Cafe
 - Grilled cheese sandwiches
 - Soups and salad
 - Unlimited milk
 - Full coffee bar
- Expanded from 20 to 28 flavors of ice cream in our dipping cabinet
- Increased customer seating
- Added online ordering and curbside pickup during the pandemic



Farm Tours

- Started in 2008
- Guests drive to the farm
- Watch two-minute video
- Have education stations
 - Breeds of dairy cows
 - Difference between calf, heifer, cow
 - What our cows eat
 - Technology we use to keep our cows healthy
- See the parlor where cows get milked
- Walk through the barn to meet the cows



Essential Madison Experience

- Destination Madison Tourism Project
- One year program working with Destination Madison and Veneto Collaboratory
- Create enhanced, hands-on authentic experience beyond the typical tourist path



Group Tours

- April through October, reservation needed
- Monday through Thursday
 - 10 A.M., 12 P.M., 2 P.M.
- Length: 1 hour 15 minutes
- 15 people minimum, \$5.00/person
- Includes a scoop of vanilla ice cream
- Demographic is school groups, summer camps, senior groups, organizations
- During the pandemic, most groups have restrictions, so these tours halted



Public Tours

Prior to COVID-19

- Open to the public, no reservations
- Fridays, June through August
 - 12 P.M. to 4 P.M.
- Length: 1 hour
- \$5.00/person
- Included a pint of milk
- 300-400 people per day



Private Tours

During COVID-19

- Limited size to ten people
- Require online registration and payment (FareHarbor)
- Tours offered Thursday-Saturday
- New tour starts every 30 minutes
- Increased pricing
 - Adults: \$8
 - Youth (5-17): \$5
 - Under 5: Free



Kindness Cooler

- March-May 2020
- Free milk to those in need, no questions asked
- Gave away over 10,000 gallons
- Story was picked up by local and national media outlets
- Gained customers for life



Future Plans

- Develop more “experiences”
 - Day camps
 - Behind the scenes farm tour
 - Make your own ice cream
- Create more outdoor activities



Questions

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