Farm Discount & Promotion Planner

A planner for farm discounts and promotions, helping owners decide what to offer, when and what it costs. Helps avoid sales that lose money. Review it each year and update it as the farm changes.

Farm / unit: _____ Date: _____ By: _____

Goal of the promotion _____

Products involved in the offer _____

Type of offer _____

Cost per unit and margin _____

Start and end dates _____

Where to promote it _____

Limit per customer _____

Expected extra sales _____

Results recorded afterward _____

NOTES / CALCULATIONS

TIP Work out your margin before offering a discount, and track sales to see whether the promotion paid off.