Farm Pricing Strategy Guide

A guide to choosing a pricing strategy for farm products, covering cost based, market based and value based approaches. Helps owners choose and test prices with care.

Farm / unit: _____ Date: _____ By: _____

1. Work out your cost per unit
2. Check market prices for similar goods
3. Decide on your price position
4. Consider cost plus pricing
5. Consider value based pricing
6. Plan price for each sales channel
7. Test a price on a small group
8. Track how sales respond
9. Adjust and record the change

YOUR NOTES

TIP Revisit prices each season and tell loyal customers ahead of any change.