Farm Product Pricing Worksheet

A worksheet for setting prices on farm products, starting from your costs and adding what the market will bear. Helps direct sellers avoid pricing too low.

Farm / unit: _____ Date: _____ By: _____

Product and unit of sale _____

Cost of production per unit _____

Packaging and labor per unit _____

Marketing and selling costs _____

Desired profit margin _____

Prices charged by competitors _____

Price customers say they accept _____

Chosen price and reasons _____

Date to review price _____

NOTES / CALCULATIONS

TIP Review prices at least each season and keep notes on what sells fast, which may mean you are priced low.