Farmers Market Pricing Worksheet

A farmers market pricing worksheet for vendors setting prices on produce and goods. It walks through costs, what nearby vendors charge, and what customers will pay at the stand.

Farm / unit: _____ Date: _____ By: _____

Product name _____

Growing or making cost _____

Labor time per unit _____

Packaging cost _____

Market stall fee share _____

Prices at nearby stalls _____

Target price _____

Lowest acceptable price _____

Notes on customer reaction _____

NOTES / CALCULATIONS

TIP Walk the market before opening and write down comparable prices, then adjust yours based on quality, not just by matching the lowest.