U-Pick Pricing Guide

A U-pick pricing guide for farmers who charge customers by weight, container, or visit. It outlines steps for setting fair prices that cover costs and match what nearby farms charge.

Farm / unit: _____ Date: _____ By: _____

1. List your costs per field
2. Learn how nearby farms price
3. Decide on pricing by weight or container
4. Include any entry or activity fee
5. Set a minimum purchase if needed
6. Post prices clearly at the entrance
7. Test the price during early season
8. Collect customer comments
9. Review prices each season

YOUR NOTES

TIP Call a few nearby U-pick farms or your extension office to see the going pricing method before you post yours.

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