



# Cornell University Cooperative Extension

Capital Area Agriculture & Horticulture Program  
Serving Albany, Columbia, Greene,  
Schenectady and Washington Counties

Case Example:

|                                  |                |                               |         |
|----------------------------------|----------------|-------------------------------|---------|
| 7 Line Pricing Strategy          | 30             | Acres of                      | Barley  |
| Total Amount Available for sale: |                | 3000                          | bushels |
| Production cost                  | \$13,773.30    |                               |         |
| Storage                          |                | Schedule A                    |         |
| Processing                       |                | Schedule B                    |         |
| Marketing                        |                | Schedule C                    |         |
| Distribution                     |                | Schedule D                    |         |
| Total Costs                      |                |                               |         |
|                                  | Desired Margin | Total Costs                   |         |
| Profit                           |                | 1-Desired Gross Margin        |         |
| Total Estimated Costs            |                | Total Costs + Margin          |         |
| Price per unit                   |                | Total Estimated Costs/bushels |         |

## Schedule A: Storage

Assumptions:

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| Factor | Cost |
|--------|------|
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|        |      |
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|        |      |
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*Building Strong and Vibrant New York Communities*

Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO, Protected Veterans, and Individuals with Disabilities and provides equal program and employment opportunities.



**Schedule D: Distribution**

Assumptions:

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| Factor | Cost |
|--------|------|
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