



# 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

*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 B: Processing**

Assumptions:

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Factor	Cost

**Schedule C: Marketing**

Assumptions:

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Factor	Cost

**Schedule D: Distribution**

Assumptions:

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Factor	Cost