



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:

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:

Factor	Cost

Schedule C: Marketing

Assumptions:

Factor	Cost

Schedule D: Distribution

Assumptions:

Factor	Cost