Price Your Products to Sell:

A Grower-Retailer's Perspective

Presenter: Mark Adams


ADAMS
FAIRACRE FARMS
STOP


PREMIUM BANANAS
PREMIUM BANANAS
PACKED

Mission Statement


ZIMMER BROTHER
JEWELERS SINCE 1893


FAMILY DOLLAR

Costs

Customers

Competition

Know your product

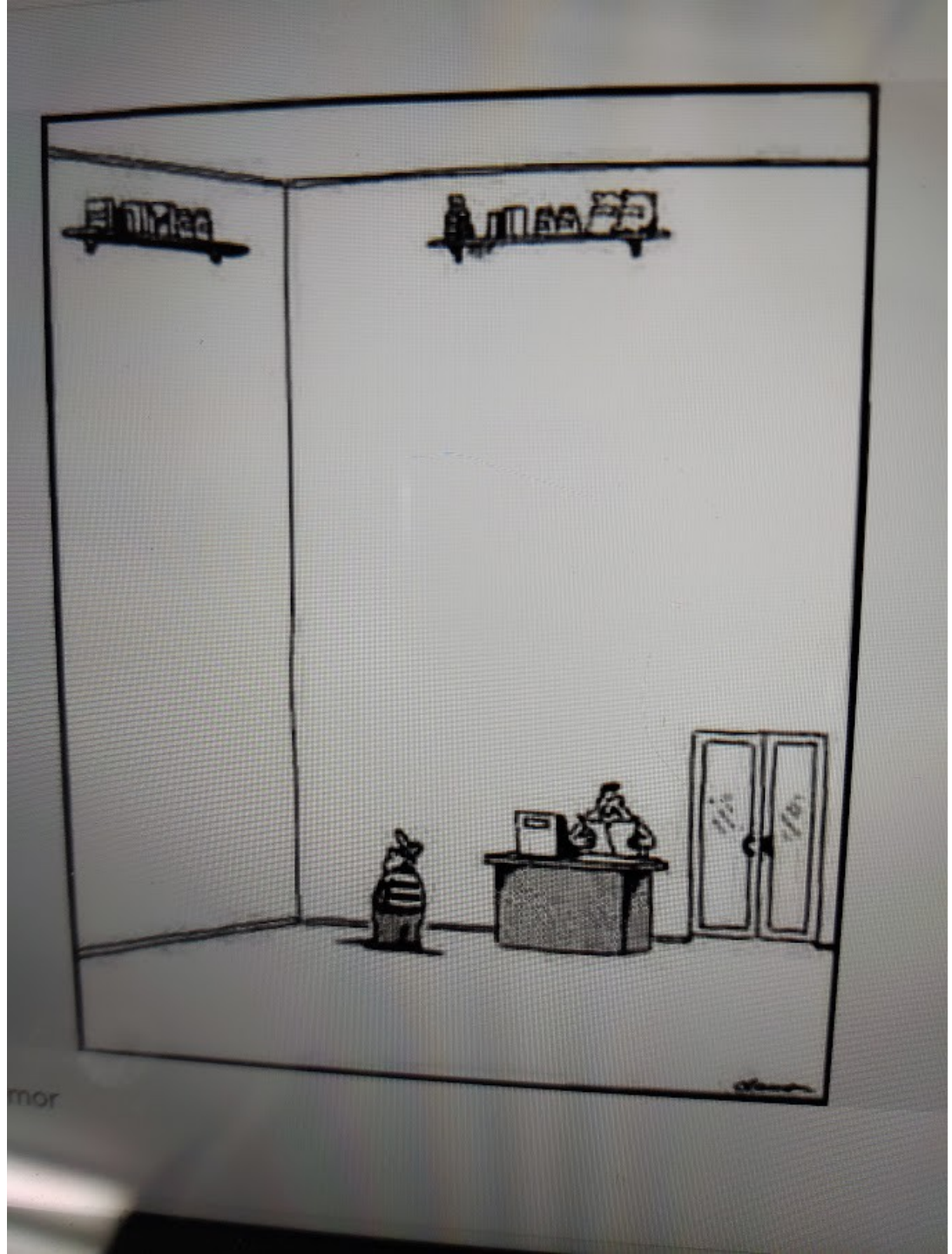
Know your customers/ potential customers

Why would somebody come to my store?

Location,
Service,
Quality,
Selection,
Price

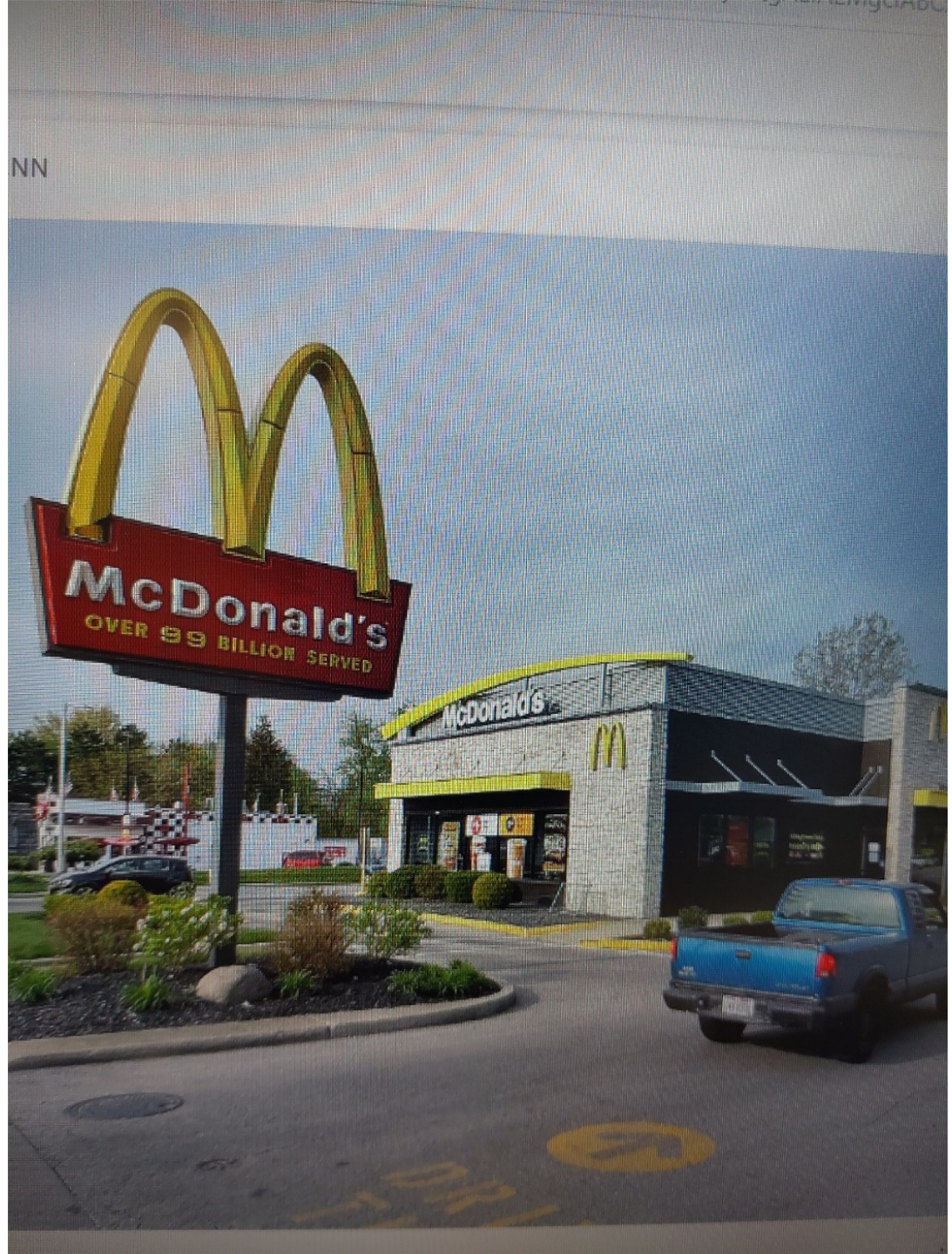
Location


Vera
PIZZA
OPEN
SUBS
PIZZA



Service

NN

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BURGERFI

Quality


LEATHERMAN
LEATHERMAN
LEATHERMAN® WAVE+

Selection

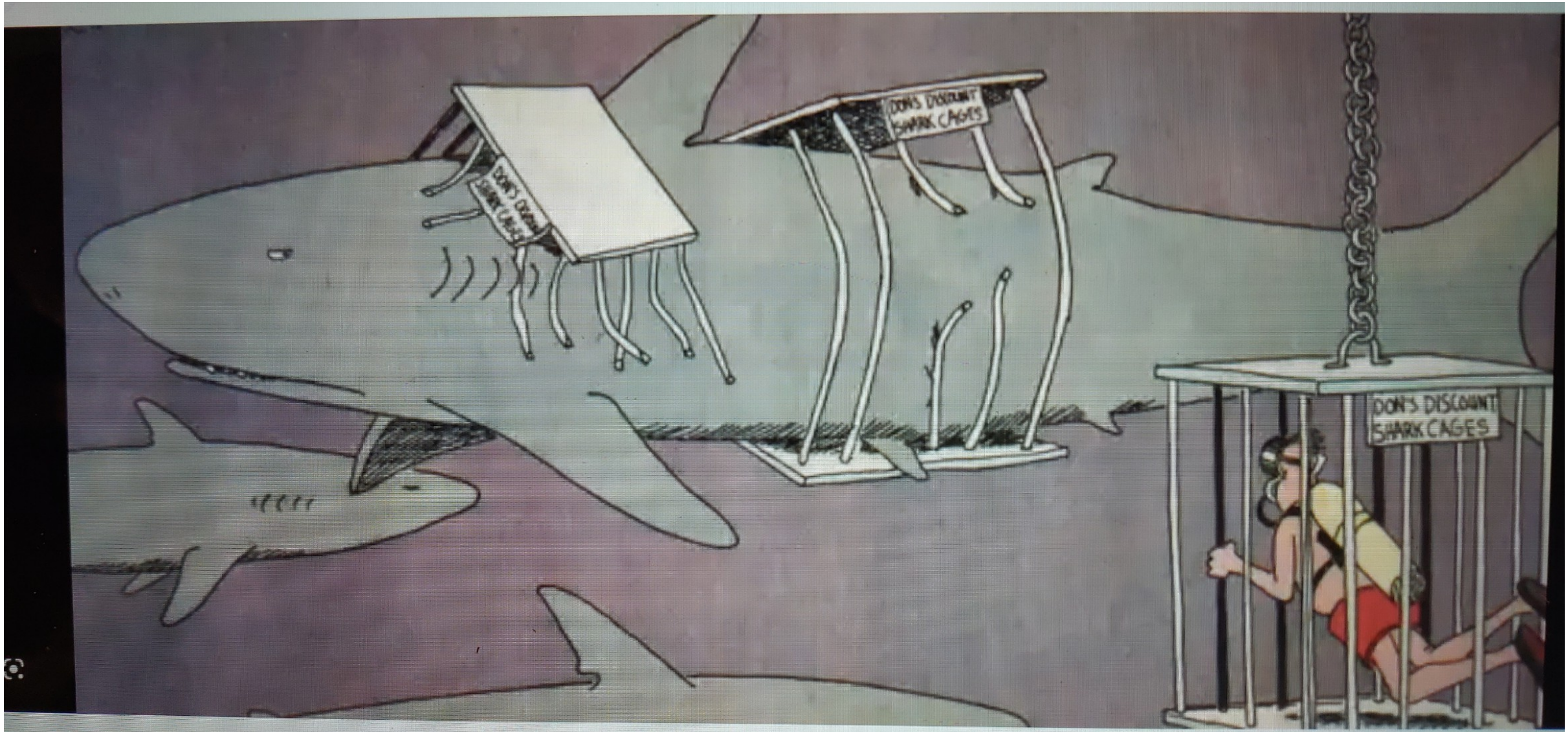
Price


REGULAR
Stewart's Shops
3.39 9/10


FREE AIR
Stewart's Shops
42
Tire Will Fit In Set Tire Pressure or Default to 32 if Not Set
If Tire is Flat Push Flat Tire Button Before Connecting To Tire
Connect Air Hose Firmly to Tire Valve.
Machine Will BEEP When Tire Has Reached the Set PSI.
BEEP!
Please Replace Hose After Use.

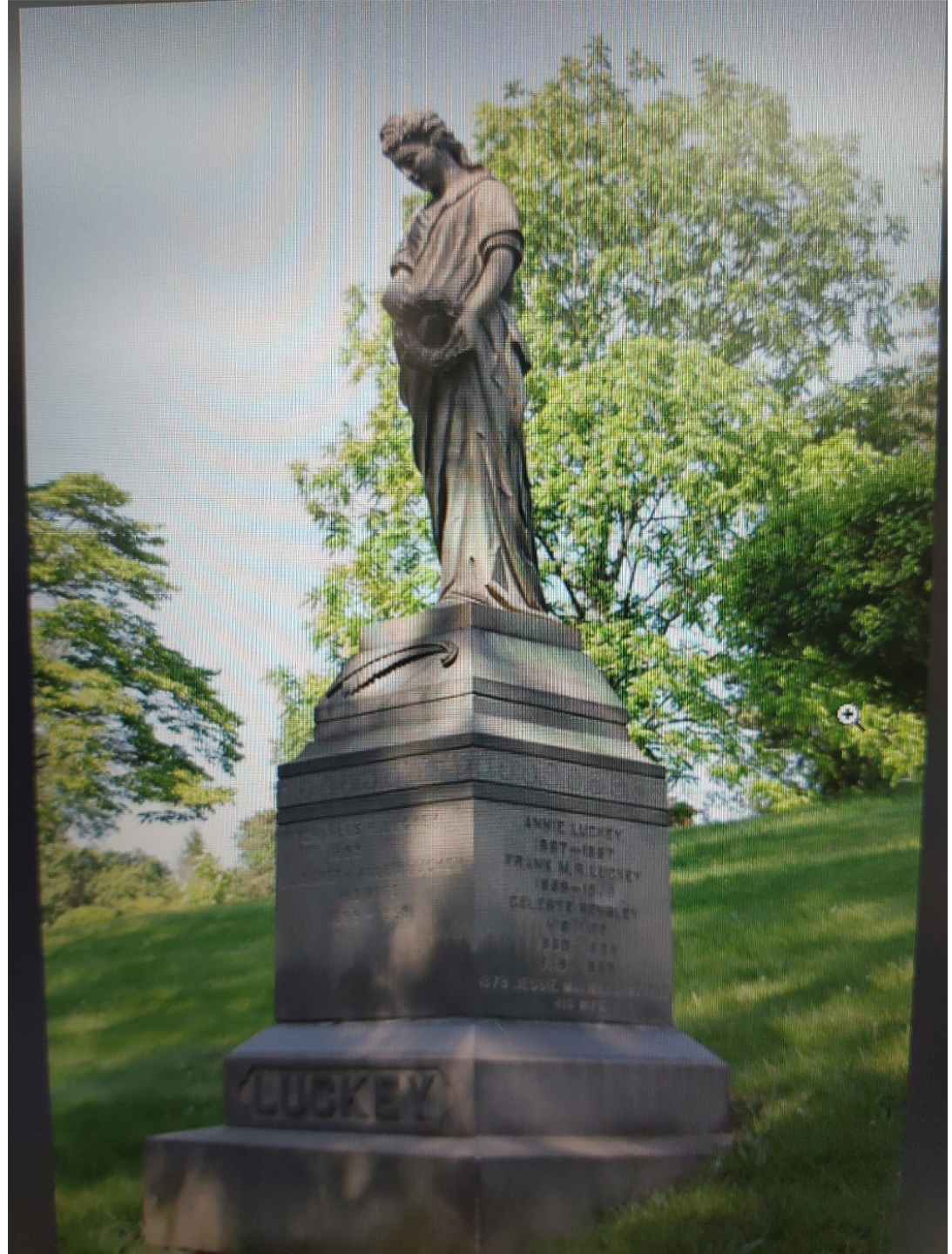

Stewart's Shops
HAS NEW YORK STATE'S
BEST MILK
Always fresh and local
*Cornell University, Department of Food Science


Energizer
Get $5 in Rewards with your $20 Energizer® Batteries or Lights Purchase
$5 rewarded as 500 Energizer Go Rewards™ points
Energizer Go Rewards
Visit EnergizerGoRewards.com/Offers for details
BUY
$20 in Energizer, batteries or lights between 10/1/2022 and 2/28/2023
SNAP
a photo of your receipt, then upload at www.EnergizerGoRewards.com/Offers
ENJOY
$5 in Energizer Go Rewards™ points when you verify your receipt
AA16
Energizer MAX
10 YEAR SHELF LIFE
UP TO 50%
21.99
ENERGIZER MAX BATTERY AA 16S
DUPLICATE
Visit EnergizerGoRewards.com/Off
ails
12.99
ENERGIZER MAX AA POWERSEAL 8CT
DUPLICATE
AA8



Gary Larson: Shark Cage | Daily Humor Medication

Pricing Strategies


LUCKEY


5-10 BEN FRANKLIN 5-10
CUSTOM FRAMING
ALL ARE WELCOME!
FABRIC & YARN
SHOP LOCAL

Cost-Plus


PLEASE
WATER
ME DAILY!
$49.99

Market-Based

Value Pricing


CONVENTILLO
LA BOCA

Dynamic Pricing


ADAMS
HOLIDAY EXPRESS
1919

ingsteen Sells His Music to Sony Music Group - WSJ

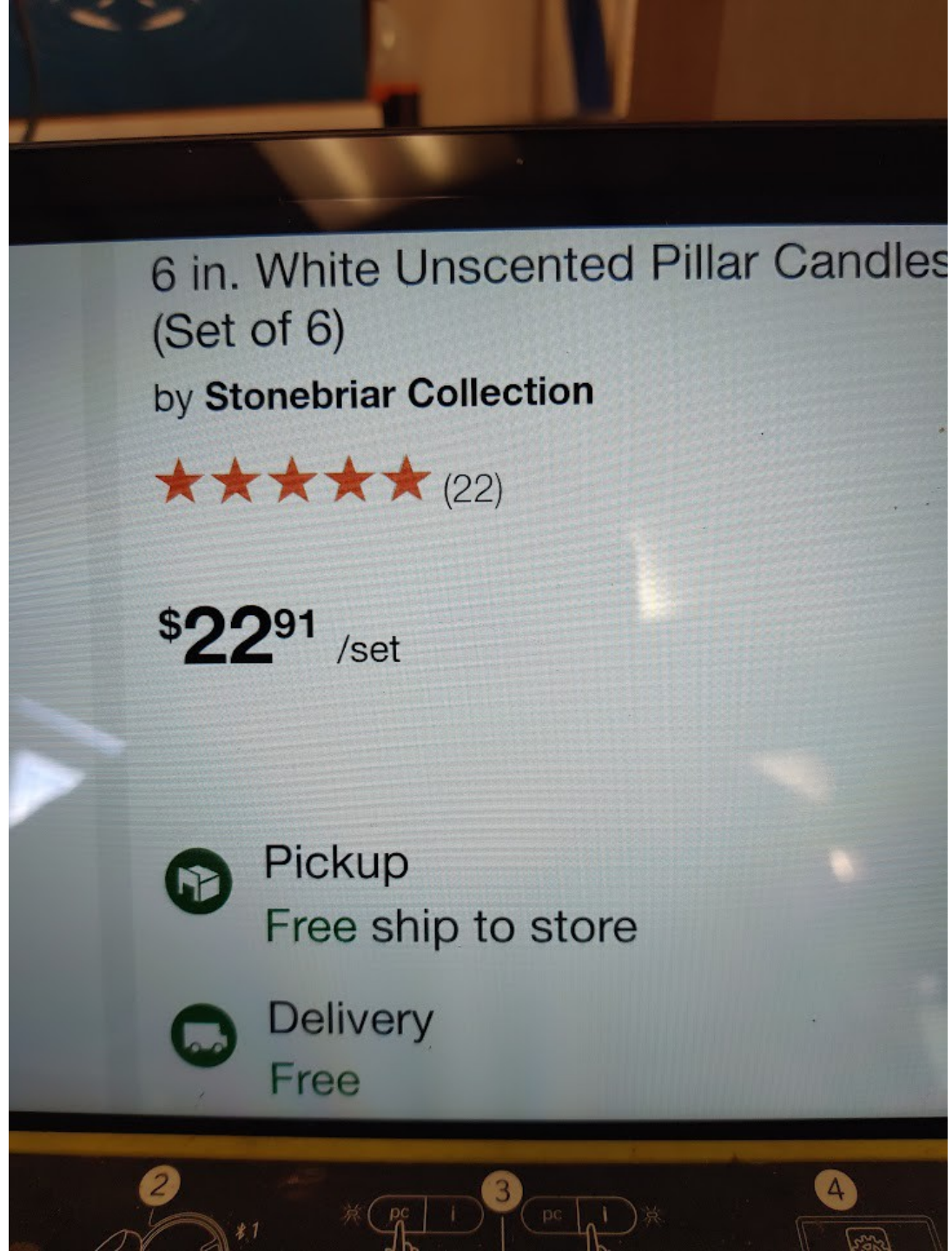
e subject to copyright. Learn More

Vis

Psychological Pricing


AS ADVERTISED
Adams Own • 16oz Package
Premium
Smoked Bacon
$5.99 pkg
ADAMS
Premium Sliced Bacon
Net Wt. 16 oz. (1 Lb.)


MEAT
$7.99
Boar's Head
BRAND
MAPLE and BROWN SUGAR FLAVORED
BACON
PRODUCT OF CANADA
NATURALLY SMOKED
MEAT
$7.99


6 in. White Unscented Pillar Candles
(Set of 6)
by Stonebriar Collection
(22)
$22.91 /set
Pickup
Free ship to store
Delivery
Free

shared.

If the price tag on a Costco item contains an asterisk, it means the item has been discontinued and the price is very low. (Justin Sullivan/Getty Images / Getty Images)

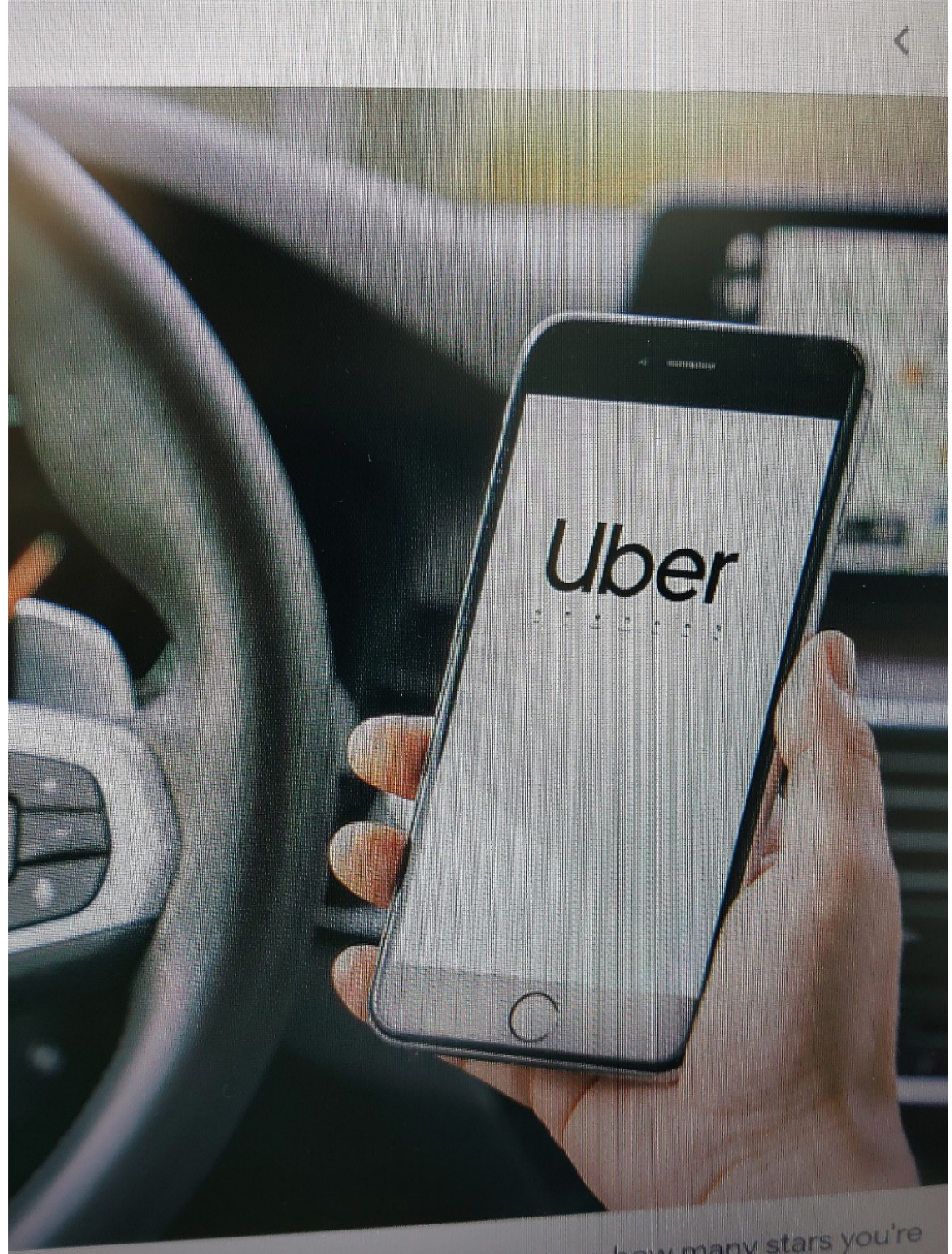
Quinlan also joined in on the conversation to share another trick regarding special pricing.

"Any time I see the special pricing I always check retail price online," he noted.

High-Low Pricing


ORNAMENTAL
CABBAGE & KALE
In 8" Pots
$4.99
Sale!
ORNAMENTAL
CABBAGE & KALE
8" Pot • Reg.$3.99
$1.99

Penetration pricing


Uber
how many stars you're

David Becker/AFP / Getty Images

out "Local Selling," a set of services that allow local and regional retailers to c

Drip Pricing

Student	Charge	Amount	CURRENT DUE	Future-Due	Payments	Balance
Annabelle Shirley	Activities Fee	$450.00	$135.00	$90.00	$225.00	$225.00
	Aftercare	$140.00	$80.00	$0.00	$60.00	$80.00
	Tuition	$16,500.00	$4,950.00	$3,300.00	$8,250.00	$8,250.00
	Deposit	$1,000.00	$0.00	$0.00	$1,000.00	$0.00
	Lego/Game Clut	$100.00	$100.00	$0.00	$0.00	$100.00
	Pizza 2022-23	$100.00	$0.00	$0.00	$100.00	$0.00
	Sub-Total	**$18,290.00**	**$5,265.00**	**$3,390.00**	$9,635.00	**$8,655.00**
Henry Shirley	Activities Fee	$450.00	$135.00	$90.00	$225.00	$225.00
	Aftercare	$140.00	$80.00	$0.00	$60.00	$80.00
	Tuition	$16,500.00	$4,950.00	$3,300.00	$8,250.00	$8,250.00
	Deposit	$1,000.00	$0.00	$0.00	$1,000.00	$0.00
	Lego/Game Clut	$100.00	$100.00	$0.00	$0.00	$100.00
	Pizza 2022-23	$90.00	$0.00	$0.00	$90.00	$0.00
	Sub-Total	**$18,280.00**	**$5,265.00**	**$3,390.00**	$9,625.00	**$8,655.00**
Account	Charge	Amount	$0.00	Future-Due	Payments	Balance
2570943	Administrative F	$75.00	$22.50	$15.00	$37.50	$37.50
	Credit card conv	$60.00	$0.00	$0.00	$60.00	$0.00
	Sub-Total	**$135.00**	$22.50	$15.00	$97.50	$37.50
Total		**$36,705.00**	**$10,552.50**	**$6,795.00**	$19,357.50	$17,347.50
			Due April 15	Due May 15	Paid YTD	Remaining Balance

Student	Charge	Amount	CURRENT DUE		Payments	Balance
Annabelle Shirley	Deposit 23-24	$1,800.00	$1,800.00		$0.00	$1,800.00
Henry Shirley	Deposit 23-24	$1,800.00	$1,800.00		$0.00	$1,800.00
Total		$3,600.00	**$3,600.00**		$3,600.00	**$3,600.00**
			Due April 15			


Budweiser
GENUINE
GENUINE
BLADE 5
Beer · Bier · Cerveza · Birra · Bière
NEW YORK GIANTS
2022 SEASON SCHEDULE
BUD LIGHT
AN OFFICIAL BEER SPONSOR
ny
1 Sun, Sep 11 4:25 pm FOX @ Tennessee
2 Sun, Sep 18 1:00 pm FOX vs Carolina
3 Mon, Sep 26 8:15 pm ESPN/ABC vs Dallas
4 Sun, Oct 2 1:00 pm FOX vs Chicago
NEW YORK JETS
2022 SEASON SCHEDULE
BUD LIGHT
JETS

Known

Value


Mobil
DUNKIN'
DRIVE THRU
Synergy
3.24
3.31
ONE WAY

Cost of Production

Fixed Costs

Fixed cost of production:

Total expenses from tax form	$ 2,642,714
Minus cost of goods	959,924
Utilities, gas, tolls	232,000
Per year	1, 452,000
Per week	28,000
5 acres – per square foot/week	12 ¢
One 6 ½” poinsettia occupies 1.18 sq. ft. for 14 weeks	$1.68

Variable Costs

Variable Cost for Poinsettias:

Cutting	$ .84
Soil	$ .30
6 ½” Pot	$ .40
Jacket	$ .22
Sleeve	$ .11
Heat	$ 1.18
Truck fuel	$ .33
Chemicals	$ .04
Fertilizer	$ .04
	$ 3.46

Fixed Cost = $1.68

Variable Cost = $3.46

Total Cost = $5.14

Cost of growing nothing = - $1.68

Does local matter


Local
TART CRISP FIRM AROMATIC
MACOUN
US#1 APPLES
Very good eaten out of hand, in baking and for sauce
$1.69 lb


Crowley
Milk
Vitamin D
Crowley Farmers' Pledge
NO ARTIFICIAL GROWTH HORMONES*
Half Gallon (1.89L)
HUDSON VALLEY FRESH
ALL LOCAL
ALL PREMIUM
Nutrition Facts
Grade A • Pasteurized
Homogenized • Vitamin A & D
REDUCED FAT MILK
2% MILK FAT
No Added rBST hormones*
KEEP REFRIGERATED
1/2 GAL (1.89L)
ADAMS
FAIRACRE FARMS
WHOLE MILK
GRADE A • PASTEURIZED
HOMOGENIZED • VITAMIN D
Nutrition Facts
Calories 150
KEEP REFRIGERATED
1/2 GAL (1.89L)
$1.60
CRWLY MI
Crowley


Adams Fairacre Farms, Inc.
765 Dutchess Turnpike, Poughkeepsie, NY 12603
*Federal regulations prohibit the use of hormones in poultry.
ADAMS
FAIRACRE FARMS
FARMSTAND
FRESH
CHICKEN
FAIRACRE FARMS
No Antibiotics Ever
All Natural Fresh Chicken
No Hormones* Ever
No Animal By Products in Feed
American Humane Certified
SPRINGER
NON GMO Project VERIFIED
Adams Fairacre Farms, Inc.
765 Dutchess Turnpike, Poughkeepsie, NY 12603
*Federal regulations prohibit the use of hormones in poultry.
213666 206543
ADAMS
FAIRACRE FARMS
ADAMS FARMSTAND FRESH
CHICKEN TENDERS
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS.
KEEP REFRIGERATED OR FROZEN. THAW IN REFRIGERATOR OR MICROWAVE.
KEEP MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.
COOK THOROUGHLY.
KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
Sell By 12. 8.22
Net Wt/Ct
1.11 lb
Unit Price
$5.89/lb
Total Price
$6.54
ADAMS FAIRACRE FARMS, INC.
KEEP REFRIGERATED
CONTAINS UP TO 5% RETAINED WATER

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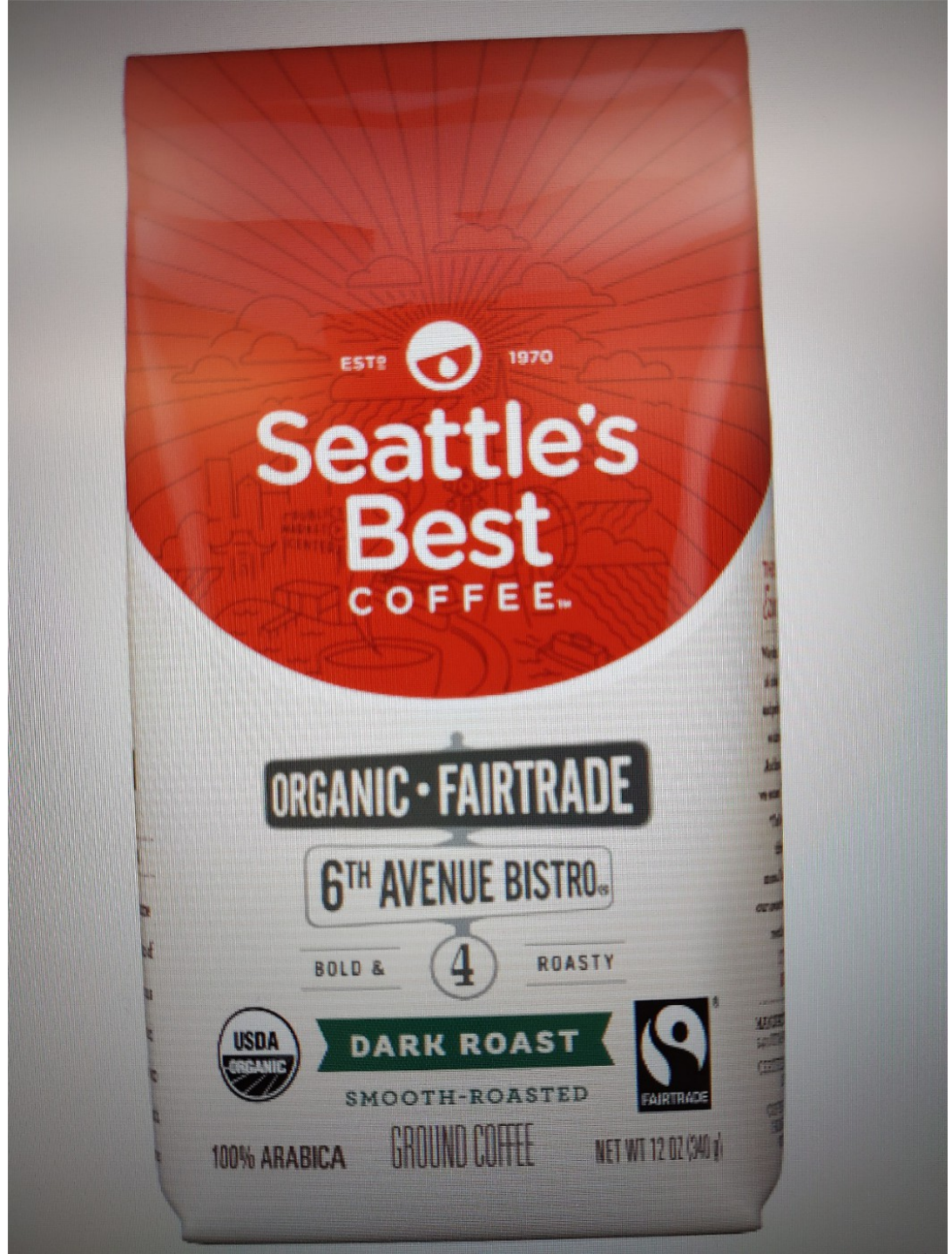
e subject to copyright. Learn More

content


HIGH VITAMIN D
SUPPORTS STRONG BONES
HORIZON
ORGANIC
0%
MILKFAT
HIGH VITAMIN D
ORGANIC
PASTURE-RAISED*
FAT-FREE
MILK
Vitamin A • Ultra-Pasteurized
USDA
90
HALF
$3.00
Per Quart
1 / $5.99
64 FLOZ
HOR ORG MILK 1% LF
Horizon
$3.00
Per Quart
HOR ORG MILK 0%
Horizon


NEW YORK STATE
GROWN & CERTIFIED
& Certified


EST? 1970
Seattle's Best COFFEE
ORGANIC • FAIRTRADE
6TH AVENUE BISTRO
BOLD & 4 ROASTY
USDA ORGANIC
DARK ROAST
FAIRTRADE
SMOOTH-ROASTED
100% ARABICA
GROUND COFFEE
NET WT 12 OZ (340 g)

Discount Labels

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water, organic white grape juice
anic lime juice (water, organic lime juice
lime flavor, Organic coconut flavor.
ther tree nuts.
k, eggs, fish, shellfish, wheat, soybeans,
or sulfites.
U
USDA ORGANIC
NON GMO Project VERIFIED nongmoproject.org
VEGAN
BPA FREE
GLUTEN-FREE GF
ecycled separately where facilities exist.
ckaging may not exist in your area.
TO POPS


Advance Auto Parts
$39.99
FREE
BATTERY TESTING & INSTALLATION
WIN
FREE GAS
FOR A YEAR
FREE
WIPER BLADE INSTALLATION
2 FOR $12
FREE
ALTERNATOR & STARTER TESTING
JOIN SPEED PERKS
SAVE $5
OFF YOUR $20 PURCHASE TODAY
FREE
LOANER TOOL SETS
NOW HIRING

Selling to friends/family

Avon……..Tupperware……real estate….insurance
But not wine

pay by scan

60 – 40 split

Pay by scan advantages:

Dedicated retail space
Vendor decides product selection
Possibility to negotiate retail price
Access to sales reports
Ability to remove unsold product

Value-added


Plain
Kissing Ball
$39.99


Decorated
Kissing Ball
$59.99


Uncle Giuseppe's
MARKETPLACE


Uncle Giuseppe's
10 Triangle Plaza Ramsey N.J. 07446
CUBED AND PEELED
BUTTERNUT SQUASH
PRODUCT OF USA
Packed on: 10.26.23
Sell by: 11.02.23
$/lb
5.99
NET WEIGHT
1.285 lb
PRICE
$ 7.70
0203119 007704
www.uncleg.com

Perceived value

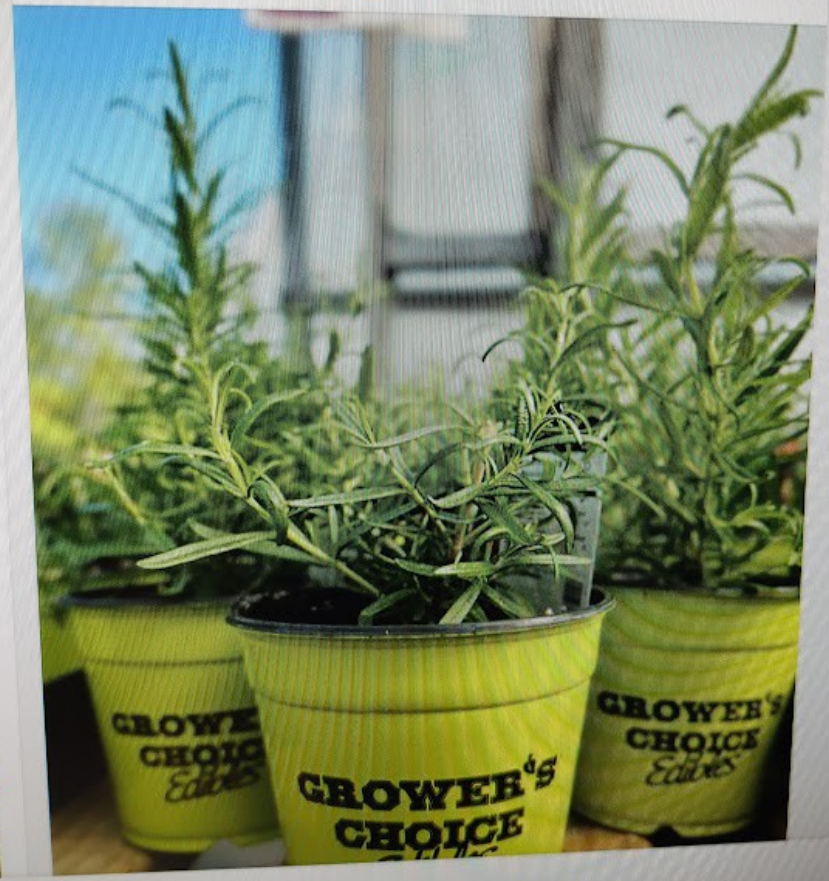

Safer BRAND
THE
JAPANESE BEETLE
TRAP
La trampa de escarabajos japoneses Safer® Brand
JUMBO SIZE.
EASY to USE.
PROTECTS YOUR YARD.
No SPRAYS, No MESS.
LASTS The Entire Beetle SEASON
Japanese Beetle Floral (Food) Lure
ACTIVE INGREDIENT BY WT.
Phenylethyl propionate (PEP) 09.84%
Geraniol 09.84%
Eugenol 23.00%
OTHER INGREDIENTS 57.32%
TOTAL 100.00%
NET WEIGHT 0.26 oz (7.4 g)/Floral Lure
www.saferbrand.com
Japanese Beetle Sex Lure
ACTIVE INGREDIENT BY WT.
(R,Z)-5-(1-Decenyl) dihydro-2(3H)-furanone 00.47% +
OTHER INGREDIENTS 99.53%
TOTAL 100.00%
+ Equivalent to 1 mg japonilure pheromone A.I./dispenser
NET WEIGHT 0.008 oz (0.23 g)/Sex Lure
KEEP OUT OF REACH OF CHILDREN
CAUTION
(SEE OTHER PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS)
INSTRUCCIONES EN ESPAÑOL AL REVERSO
NET WEIGHT: 0.27 oz (7.63 g)/Bait Pack

Can your product be purchased online?


FLASH SALE
All
4-PACKS
$2.11
ANNUALS
ANNUALS

Adams Fairacre Farms, Inc.
5h ·

⚡ FLASH SALE ⚡ All Grower's Choice Edible Herb Pots, 1 Quart Proven Winners Flowers and 4 1/2" Grower's Choice Flower Pots now $2.99 through 7/9/23 in our Seasonal Greenhouses.🌞🌱🌺 #herbs #flowers #provenwinners #sale #garden



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photos

h Adams Fairacre Farms, Inc. on Facebook

Log In or Create new account


TICKETS
PRE-SALE SAVINGS
BUY TICKETS ONLINE: www.dutchessfair.com
(Must be purchased prior to Aug. 22)
ADULTS: (12+).....$15 (includes convenience fee)
POWERS GREAT AMERICAN MIDWAY
RIDE ALL DAY WRISTBAND .....$30 (+ convenience fee)
Wristband price increases to $35 (+ convenience fee)
at midnight Aug. 21
Ride Wristband Does NOT Include Admission. Sold Separately.
DAY OF PRICES
ADULTS: (12+).....$18
WEDNESDAY, AUGUST 23
Seniors (65+) and Military with ID.....$12
POWERS GREAT AMERICAN MIDWAY
RIDE ALL DAY WRISTBAND:.....$35
KIDS 11 YEARS AND UNDER
FREE!
AND FREE PARKING
DOWNLOAD OUR APP!
Showtimes, events
and more information
also available online
at dutchessfair.com
DUTCHESS COUNTY FAIR
Fair Office 845-876-4000 • Fair Fax 845-876-4003
email info@dutchessfair.com
Call to Order
Salute to the Flag


ALUMINUM
FREE
ALL
DAY
SPEED
STICK
REGULAR


ADAMS
FAIRACRE FARMS
FARM MARKET • GARDEN CENTER
50% OFF ALL ARTIFICIAL
TREES, OUTDOOR DECORATIONS
& CHRISTMAS LIGHT SETS


BOYCE


Endless Summer
Hydrangea

Thank you!