

28 Finding Price Information

Resource Kit for Nova Scotia Farmers

Wholesale Price Information

Some wholesale prices are reported and can be accessed to provide a guide for pricing farm products. **Wholesale prices are extremely low compared to retail prices you might get locally and should be considered a floor or minimum price.** To determine the price for your products, consider your costs and the retail price of other competitors.

Produce:

Some Canadian wholesale to retail prices are available from InfoHort:

www4.agr.gc.ca/IH5_Reports

Historical Nova Scotia wholesale selling prices:

www.gov.ns.ca/agri/marketing/reports/agriculture/historic/index.shtml

USDA's Agricultural Marketing Service: www.marketnews.usda.gov/portal/fv

Links to reports containing wholesale market price information are available at www.farmersmarketonline.com/marketwa.htm These reports are updated daily during the growing season.

Livestock and Field Crops price information:

Nova Scotia Market Report:

www.gov.ns.ca/agri/marketing/wmreport/index.shtml

www.gov.ns.ca/agri/marketing/wmreport/livestmi.shtml

Historical Nova Scotia livestock auction prices:

www.gov.ns.ca/agri/marketing/reports/agriculture/historic/index.shtml

USDA's Agricultural Marketing Service: www.marketnews.usda.gov/portal/lg

Organic Prices:

ACORN: www.acornorganic.org/trends.html

Rodale Institute: www.rodaleinstitute.org/Organic-Price-Report

USDA Economic Research Service: www.ers.usda.gov/Data/OrganicPrices

Statistics Canada also maintains a Farm Product Price Index, which can be found on the Statistics Canada website: www.statcan.gc.ca

Local Markets

It is important to check local outlets for price information. Ask other farmers what they charge, ask buyers in your area what they will pay, visit retail outlets and note prices, shop at farmers' markets and see what products are selling for. Pricing should be based on your costs, being competitive, and what customers in the particular market area will pay for high quality, local products. Offer high quality and differentiate your products to capture a higher price.

For more information on prices, contact:
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[Note: The content for this fact sheet was taken from the *Guide to Farming in NY: What Every Ag Entrepreneur Needs to Know*, a publication of the NY Beginning Farmer Project, Cornell Small Farms Program. It was revised by Claire Hanlon Smith, Marketing Services Division, Nova Scotia Department of Agriculture. March 2010.]