

A WORKBOOK

# The Pricing Guide for Microgreen Farmers

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How to price for chefs, retailers, and distributors —  
and still make a good living.

**Garrett Corwin**

Co-Founder, Microgreen Manager  
Founder, Piedmont Microgreens



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# How to Use This Guide

## A Framework, Not a Price List.

The prices and multipliers in this guide won't automatically work for your farm. Your region, your costs, your customer base, and your crop mix are all different from mine. What this guide gives you is the framework I used to build pricing sheets across dozens of restaurant accounts, multiple wholesalers, resellers, and direct-to-consumer channels over nearly six years of commercial production. Use it to set your own prices with confidence.

Work through it in order. Each step builds on the one before it.

<b>STEP 1</b>	Set your anchor prices	Pick one per-ounce starting price for each of your crop categories. This is the price you'd sell to a local restaurant. Every other price in this guide is based on this number.
<b>STEP 1.5</b>	Match pack size to customer	An intermediate step to understand how customer segment impacts pack size. Your per-ounce price doesn't change — the format does.
<b>STEP 2</b>	Adjust for your region	The part of the country you farm in changes what you can charge. A chef in New York City is willing to pay more than a chef in rural Alabama, because everything — rent, food, labor — costs more in the city. You'll multiply your anchor price by a number based on your region.
<b>STEP 3</b>	Adjust for customer type	Chefs, distributors, and grocery stores all have their own desired profit margins when reselling or using microgreens. Price each correctly, or leave money on the table.
<b>STEP 4</b>	Pressure-test the number	A few sanity checks to make sure the price you landed on will actually keep your farm in business.

### THE SHORT VERSION

Most growers set wholesale prices by copying what they saw on Instagram, or by guessing 20% below their farmer's market price. Both are wrong more often than they're right. Restaurants across the country actually pay roughly the same prices for the same product, adjusted for cost of living. What moves the needle more than geography is who's buying, what you're selling, and how you package it.

# Step 1: Set Your Anchor Prices

One Per-Ounce Price for Each Crop Category. Pack Size Comes Later.

Start by setting a price for each of the four crop categories below. Prices are per ounce, sold to a restaurant. Ignore pack size for now — we'll deal with that on the next page. You'll adjust off these anchor prices in Steps 2 and 3.

The ranges reflect what US microgreen farms typically charge. Pick a number in the range. If you're brand new, start at the high end — it's much easier to drop a price later than to raise one.

Category	Examples	Typical Range	Your Price
Common	Arugula, broccoli, cabbage, kohlrabi, radish, common-crop blends (basic mix, salad mix, spicy mix, etc.)	\$2.50 – \$4.00 / oz	\$ _____ / oz
Shoots	Basic pea, sunflower	\$1.50 – \$3.00 / oz	\$ _____ / oz
Premium Shoots	Tendrill pea, fava	\$2.00 – \$4.00 / oz	\$ _____ / oz
Specialty	Basil, beet, chard, dill, fennel, parsley, shiso, cilantro, chervil, mustard, nasturtium, lettuce, onion, cantaloupe, specialty blends	\$3.00 – \$8.00 / oz	\$ _____ / oz

## Why the big spread on specialty?

Specialty crops take longer to grow, yield less per tray, and have higher seed costs. Basil can take 20+ days to grow. Cilantro is prone to damping off and other diseases. Nasturtium seed can cost 6–10x more than radish seed. The price has to cover that extra space, time, and input cost — and chefs know these crops are harder to source, which is why they'll pay for them.

### PRICE PER OUNCE IS THE CONSTANT

No matter who you sell to or what size clamshell it goes in, you're really charging a price per ounce. A 2 oz. retail clamshell at \$3.50 and an 8 oz. food-service clamshell at \$14 are both \$1.75/oz — same price, different package. Land on your per-ounce anchor first.

## Step 1.5: Match Your Pack Size to Your Customer

Your Per-Ounce Price Doesn't Change. The Clamshell Does.

Before Step 2, you need to know who your customer actually is and what size pack they want. This is where a lot of growers get confused — they think pack size changes their price. It doesn't. Price per ounce is the constant. The clamshell is just the format you deliver that ounce in. What does change is which customer segment you're in, which drives both the pack size and the expected discount off your anchor price (that's Step 3).

### The five customer segments

Most microgreen farmers sell to some mix of these five. Each has a different standard pack size based on who the microgreens end up with.

Segment	Who They Are	Standard Pack Size
Farmer's Market / DTC	Direct-to-consumer — farmer's market, home delivery, on-farm pickup.	1.5–3 oz. retail clamshell
Restaurant (Direct)	You deliver straight to the chef. No middleman.	8 oz. bulk (common & shoots) 2 oz. retail (specialty)
Food-Service Wholesaler	Buys from you, resells to restaurants. FreshPoint, Sysco, US Foods.	8 oz. bulk clamshell
Retail Wholesaler	Buys smaller packs from you, resells to grocery stores, CSAs, or grocery home delivery services.	1.5–3 oz. retail clamshell
Mixed Wholesaler	Does a bit of both. Local aggregators and regional distributors.	Whatever their downstream customer needs

#### THE SPECIALTY EXCEPTION

When you sell a specialty crop direct to a restaurant, drop to a 2 oz. pack. An 8 oz. clamshell of cilantro at \$8/oz is a \$48 SKU — the sticker shock alone will kill the reorder, and most of it will spoil before the chef uses it. A 2 oz. clamshell at \$16 is an easy weekly standing order. Same per-ounce price, same margin, but a format the chef will actually use up. Keep shoots and common crops in 8 oz. — chefs blow through those fast.

### Same per-ounce price, different SKU

Your per-ounce price doesn't change when the pack size changes — but your per-clamshell price does. A \$3/oz common crop is \$24 in an 8 oz. clamshell, \$6 in a 2 oz. clamshell, or \$9 in a 3 oz. clamshell. Same per-ounce rate, three different SKUs. The actual discount or markup for each customer segment is covered in Step 3, where the pricing math happens.

## Step 2: Adjust for Your Region

### Cost of Living Moves the Needle — But Less Than Most Growers Think.

A chef in Manhattan isn't willing to pay 4x what a chef in rural Alabama pays. Maybe 30% more. Cost of living (COL) matters, but the spread across the US is tighter than most people assume. Use the multipliers below as a starting point. For a sharper read on your specific city, look up your cost of living on Numbeo.com and compare it to a mid-sized US city like Raleigh, NC or Columbus, OH.

Region	Multiplier on Your Anchor Price
Rural South, rural Midwest, small-town Appalachia, rural West	0.85 – 0.95x
Most of the US — mid-size cities, suburbs, smaller metros	1.0x (use your anchor as-is)
Larger metros — Atlanta, Denver, Austin, Minneapolis, Charlotte, Portland	1.05 – 1.15x
High-COL coastal — most of coastal CA, Seattle, Boston, DC, Brooklyn	1.15 – 1.25x
Ultra-high-COL — Manhattan, SF proper, Aspen, Jackson Hole, Hamptons	1.30 – 1.50x

### Your regional adjustment

	Common	Shoots	Premium Shoots	Specialty
Your anchor price (from Step 1)	\$ _____	\$ _____	\$ _____	\$ _____
× Regional multiplier	× _____	× _____	× _____	× _____
= Your regional restaurant price	\$ _____	\$ _____	\$ _____	\$ _____

#### ONE COMMON MISTAKE

If the only other microgreen farm within 100 miles of you is charging \$2/oz for specialty crops, that doesn't mean \$2/oz is the market rate. It might mean they're leaving money on the table — or they're about to go out of business. Price for the business you want to run, not the one your competitor is running. Restaurants who want microgreens will pay fair market value. They have to — there's no commodity microgreen supply chain.

## Step 3: Adjust for Customer Type

**A Chef Is Not a Distributor. A Grocery Store Is Not a Caterer.**

This is where most growers leave the most money on the table — or, just as often, kill their margins by not charging distributors enough. Every customer type has a different expected gross profit margin (GPM), which is the percentage they need to mark up your product to stay in business. Once you know what each customer needs, pricing them correctly is simple math.

Use your restaurant price (from Step 2) as the anchor. The pricing for every other customer is based on that number.

Customer	What They Need	Your Price	Example (\$3/oz Crop)
Farmer's Market / DTC	N/A — end user	100 – 110% of anchor	\$3.00 – \$3.30 / oz
Restaurant / Caterer (Direct)	N/A — end user	100% (this is your anchor)	\$3.00 / oz
Grocery Store (Direct)	30 – 40% GPM on resale	65 – 75% of anchor	~\$2.10 / oz
Food-Service Wholesaler (FreshPoint, Sysco, US Foods)	30 – 35% GPM	60 – 70% of anchor	~\$2.00 / oz
Retail Wholesaler (Aggregators, CSA Platforms, Grocery Resale)	30 – 35% GPM	60 – 70% of anchor	~\$2.00 / oz
B2B Wholesaler (Reselling to Other Wholesalers)	20 – 25% GPM	50 – 60% of anchor	~\$1.65 / oz

### The rule of thumb

Every layer between you and the person eating the microgreens takes roughly 30% off your price. One layer (grocery store buys from you, sells to a shopper) = ~70% of your anchor. Two layers (B2B wholesaler to grocery chain to shopper) = ~55% of your anchor. If the math below that doesn't work for your farm, that customer isn't the right fit — not every account is worth landing.

#### A NOTE ON CHEFS

Chefs are not bargain shoppers. They care about consistency and format far more than price. A chef will pay your full rate — often without negotiating — if you deliver on a reliable day, your clamshells actually contain what the label says (weigh them), and you don't ghost them for two weeks when you have a crop failure. The cheapest grower in town is not the one chefs want to work with long-term. Price like it matters.

# Step 4: Pressure-Test Your Price

## Four Sanity Checks Before You Send the Price Sheet.

### Check 1: The COGS floor

Your restaurant price needs to cover your cost of goods sold (seeds, soil, packaging, labels) with enough gross margin left over to pay rent, utilities, and labor. Target at least 75% gross margin across your menu average when you're starting out, and work your way up from there. For reference, Piedmont Microgreens has averaged roughly 82% weighted gross margin across all customer types over the last five years. If your price minus your COGS is under 60% of the price, the math won't work at scale.

Quick test: take your restaurant price for a common crop (let's say \$3/oz). Multiply by your average yield per tray (say, 10 oz.) = \$30 revenue per tray. Subtract your COGS per tray (seeds + soil + packaging — usually \$3–\$6 for a common crop). If gross profit is less than \$20/tray, raise your price or cut your costs. Run the same test for your grocery, food-service wholesaler, retail wholesaler, and B2B wholesaler prices too. Some crops will pencil out at every price point; others only make sense at restaurant and retail margins. That's normal — the crop, not the account, is usually the problem. But if a specific customer only orders the low-margin crops, rethink what you're offering them, not the whole account.

### Check 2: The menu readability test

Don't land on prices like \$3.42/oz or \$7.78/oz just because the COL multiplier says so. Round to clean numbers. Chefs look at your price sheet for about 15 seconds — if it's a pile of weird decimals, it reads as amateur. Aim for 3–5 price points across your entire menu, all in whole dollars or clean half-dollars. Your whole menu should fit on one page. If it doesn't, you either have too many crops or too many price points — fix one of those before you send it.

### Check 3: The "would I buy this" test

Put yourself in the chef's shoes. If you were opening a new restaurant this week and a grower handed you this price sheet, would you call them back? Too low and you look desperate or inexperienced. Too high and you price yourself out before they've tasted the product. The sweet spot is a confident number that matches the quality of what you're bringing in the door.

### Check 4: The raise test

Can you live with this price for the next 12 months? Raising prices on restaurant accounts mid-year is awkward and they'll often push back. Lowering prices is easy. Err high. Build in headroom for the inflation that's definitely coming.

#### WHAT TO DO NEXT

Plug your numbers into the Microgreen Pricing & Profit Calculator (free, [microgreenmanager.com/price-calculator](https://microgreenmanager.com/price-calculator)) to stress-test the math against your actual costs and yield. Then use the worksheets on the next two pages to build your complete price sheet — one per-ounce price per crop per customer, plus per-clamshell pricing for each pack size.

# Worksheet A: Per-Ounce Prices

Your Internal Master Price List — One Number Per Crop, Per Customer.

Fill in your crops under each category, then write the per-ounce price you'll charge each customer segment. This is your single source of truth — reference it before quoting any customer. Worksheet B on the next page turns these numbers into per-clamshell SKUs for your customer-facing menu.

Missing segments: Retail Wholesalers (aggregators, CSA platforms, grocery resellers) are usually the last segment farms add — price them the same as the Wholesaler (Food-Service) column when you get there. For B2B Wholesalers (reselling to other wholesalers), multiply that price by ~0.85.

Crop	Farmer's Market / DTC	Restaurant (Direct)	Grocery Store (Direct)	Wholesaler (Food-Service)
<b>COMMON</b>				
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
<b>SHOOTS</b>				
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
<b>PREMIUM SHOOTS</b>				
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
<b>SPECIALTY</b>				
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____

# Worksheet B: Per-Clamshell Prices

## Turn Your Per-Ounce Prices Into SKU-Level Pricing.

Your per-ounce price doesn't change with pack size, but your per-clamshell price does — and that's what actually goes on the menu you hand a chef or a grocery buyer. Take the per-ounce prices from Worksheet A and multiply by the pack size to fill in the table below.

Which per-ounce price do I use? Use the one that matches the customer this pack size is for. 2 oz. packs are usually retail (farmer's market, grocery, or specialty direct to restaurants). 8 oz. packs are usually food-service (restaurants, food-service wholesalers). The two blank columns are for custom pack sizes you offer — 3 oz. retail, 4 oz., 12 oz. bulk, whatever fits your operation.

Crop	2 oz. Clamshell	___ oz. Clamshell	___ oz. Clamshell	8 oz. Clamshell
<b>COMMON</b>				
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
<b>SHOOTS</b>				
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
<b>PREMIUM SHOOTS</b>				
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
<b>SPECIALTY</b>				
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____
_____	\$ _____	\$ _____	\$ _____	\$ _____

Your last step: Take these per-clamshell prices and drop them into a clean, one-page menu. Farm name at the top, crops grouped by category, pack sizes and prices in clear columns. No clutter, no decimals, readable in 15 seconds. That one-pager is what chefs and buyers actually want — and it comes straight out of this worksheet. The next page shows an example.

# Example: Restaurant / Caterer Menu

One Segment, One Menu. Repeat for Each Segment You Serve.

Below is an example of a clean, one-page menu you'd send to a chef or caterer. Since prices and pack sizes change by customer segment, you'll need a separate version of this menu for each segment you serve — one for restaurants, one for grocery stores, and one for wholesalers. Same format, different numbers.

## YOUR FARM NAME MENU

### COMMON VARIETIES

**\$24.00 – 8 oz.**

Arugula  
Broccoli  
Cabbage  
Kale  
Kohlrabi  
Radish

### BLENDS

**\$24.00 – 8 oz.**

Basic Salad Mix – Broccoli, Cabbage, Kale  
Spicy Salad Mix – Arugula, Radish, Mustard  
Taco Mix – Cilantro, Cabbage, Radish

### SHOOTS

**\$14.00 – 8 oz.**

Pea, Basic  
Sunflower

**\$20.00 – 8 oz.**

Fava  
Pea, Tendril

### SPECIALTY VARIETIES

**\$16.00 – 2 oz.**

Basil – Genovese & Purple  
Beet  
Celery  
Chervil  
Cilantro  
Dill  
Fennel  
Lettuce  
Mustard  
Nasturtium  
Onion  
Parsley  
Shiso

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## Once your prices are set, the hard part begins.

Keeping track of who ordered what, when, and whether you have enough trays in production to fill it.

A price sheet is the easy part. Running a wholesale microgreen operation means tracking dozens of standing orders across 10, 20, 50+ accounts — each with their own crops, pack sizes, delivery days, and exceptions. It means knowing every Sunday night exactly how many trays of each variety you need to seed this week to cover next week's orders. Spreadsheets break quickly. Notebooks break faster.

Microgreen Manager is software built specifically for microgreen farmers. It handles crop planning, order management, harvest lists, and production schedules automatically — so you can spend your time growing and selling, not reconciling a spreadsheet at 10pm on a Sunday.

### Try Microgreen Manager free for 30 days

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#### Other free resources at [microgreenmanager.com](https://microgreenmanager.com)

- Pricing & Profit Calculator — Plug in your costs, get your break-even and target prices instantly.
- Tray Calculator — Figure out how many trays you need to meet a weekly order target.
- Seed Density Calculator — Convert a known seeding rate from one tray size to another (e.g., from a 1020 to an 11x22).
- Excel Production Planner — Template for growers who aren't ready for software yet.
- The Microgreen Manager Blog — 80+ articles on crop production, sales, and farm operations — all written by working farmers.