

Chart 2. Increased pricing on full tray microgreens

	Variety										
	Sunflower	Pea	Broccoli	Arugula	Mustard	Dill	Basil	Garlic Chive	Beet	Swiss Chard	
Unit size	Tray	Tray	Tray	Tray	Tray	Tray	Tray	Tray	Tray	Tray	
Seed per tray	\$0.72	\$0.17	\$2.11	\$0.45	\$0.23	\$1.19	\$0.77	\$2.32	\$2.42	\$2.27	
Soil per tray	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45	\$0.45	
Tray cost	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	
Label per tray	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	\$0.10	
Labour per tray *	\$8.17	\$7.17	\$6.67	\$6.67	\$6.67	\$10.17	\$19.00	\$10.17	\$10.17	\$10.17	
Overhead cost per tray**	\$6.25	\$6.25	\$6.25	\$6.25	\$6.25	\$6.25	\$6.25	\$6.25	\$6.25	\$6.25	
Units produced per tray	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	
Productivity factor	95%	95%	90%	75%	90%	90%	75%	85%	90%	90%	
Total costs per tray	\$18.62	\$16.99	\$19.53	\$21.23	\$17.44	\$22.40	\$38.09	\$25.05	\$23.77	\$23.60	
Profit margin goal	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%	
Suggested sale price	\$24.21	\$22.09	\$25.39	\$27.59	\$22.68	\$29.12	\$49.52	\$32.56	\$30.90	\$30.68	
Theoretical market sales price	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	
Income per tray	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	
Total profit per tray	\$11.38	\$13.01	\$10.47	\$8.77	\$12.56	\$7.60	-\$8.09	\$4.95	\$6.23	\$6.40	Totals
# trays produced per month	96	96	96	96	96	96	96	96	96	96	960
Revenue per month	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$2,880.00	\$28,800.00
Revenue per year	\$34,560.00	\$34,560.00	\$34,560.00	\$34,560.00	\$34,560.00	\$34,560.00	\$34,560.00	\$34,560.00	\$34,560.00	\$34,560.00	\$345,600.00
Costs per month	\$1,787.62	\$1,630.99	\$1,875.20	\$2,037.76	\$1,674.67	\$2,150.40	\$3,656.96	\$2,404.52	\$2,281.60	\$2,265.60	\$21,765.31
Costs per year	\$21,451.45	\$19,571.87	\$22,502.40	\$24,453.12	\$20,096.00	\$25,804.80	\$43,883.52	\$28,854.21	\$27,379.20	\$27,187.20	\$261,183.78
Profit per year	\$13,108.55	\$14,988.13	\$12,057.60	\$10,106.88	\$14,464.00	\$8,755.20	-\$9,323.52	\$5,705.79	\$7,180.80	\$7,372.80	\$84,416.22

* Labour includes the planting, growing, watering, processing, and packaging of the final product

**Overhead costs are calculated as \$6,000 set fixed cost per month divided by maximum output of 960 trays per month