

Appendix 1: Price

Name of your product: _____

Describe the markets for your chosen product i.e where the grower can sell his/her produce to.

Prices received by the grower.

State the typical range of prices that the **grower has received** for the product

- a) This Year
- b) Over the past THREE years.

a) This Year _____

b) Past THREE years _____

Factors affecting the Price received by the grower

A number of market forces combine to determine the actual price the grower receives and what changes have occurred (trends) in the past three years.

For EACH of the factors listed below:

- a) State whether it is a significant factor in the determining the price the grower receives
- b) Explain why it is/isn't.

- | | |
|------------------------|--------------------------|
| • Market trends | • Quantity available |
| • Market manipulations | • Seasonality |
| • Consumer preference | • Political intervention |
| • Quality requirements | • Reliability of supply |
| • Promotion | • Exchange rate. |