

	Farmers' Market (2 markets/week; 40 weeks = 80)		Restaurant Sales (1 deliveries/week; 40 weeks = 40)	
Transportation Costs	\$0.50/mile; 30 miles per market	\$1,200	\$0.50/mile; 60 miles per delivery	\$1,200
Labor Costs	1 person; 6 hours per market; \$15/hour	\$7,200	1 person; 8 hours per delivery; \$15/hour	\$4,800
Total Labor Hours		480		320
Additional Supplies	\$15/market	\$1,200		\$0
Booth Fees	\$40/market	\$3,200		\$0
Total Costs		\$12,800		\$6,000
Total Allocation to Salad Mix (25% of total sales)		\$3,200		\$1,500
Estimated Sales at Venue	25 pounds per market	2,000	100 pounds per delivery	4,000
Total Venue Cost per Pound Sold		\$1.60		\$0.38
Sales Price		\$10.00		\$7.50
Cost of Production Per Pound (non-venue costs)		\$5.72		\$5.72
Cost of Venue Cost Per Pound		\$1.60		\$0.38
Estimated Profit		\$2.68		\$1.40
Price Markup		36%		23%
Profit based on pounds sold		\$5,360		\$5,600