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## Adding Value With Corn-Stalk Bundles: Some Thumb-Rules

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### **Production:**

- ▶ stalks should be at least 6-feet tall
- ▶ stalks should be well bundled (mechanically if possible)
- ▶ stalks should be tied with string
- ▶ stalks are normally tied in only one place (wrapped 3 or 4 times)
- ▶ bundles should be 6 to 7 inches in diameter (approximately 10 - 15 stalks)
- ▶ smaller bundles with only 6 stalks are sometimes available
- ▶ ears of corn on the stalks seems to be optional
- ▶ consumer satisfaction may be improved if stalks are relatively free of dirt and dust
- ▶ though no research evidence is available, indications are that cutting stalks while green may improve stalk performance

### **Pricing:**

- ▶ corn-stalk bundles tend to sell for \$1.50 to \$2.50 each at wholesale
- ▶ bundles tend to sell for around \$3.50 each at retail
- ▶ stalks should be of good quality (good color, strong, durable)
- ▶ exotic stalks (those with unique blemishes) could be featured at a premium price
- ▶ volume discounts could generate greater levels of sales (\$3.50 each or 10 for \$32.00)
- ▶ bundles of 6 should only be priced slightly less than larger bundles

### **Suggestions:**

- ▶ for retailing at the farm: develop several displays that utilize all products available
- ▶ for retailing at the farm: consider slightly under-pricing the average price of competitors
- ▶ for retailing at the farm: clearly communicate all prices
- ▶ for wholesaling: insure good handling of stalks during loading and unloading
- ▶ for wholesaling: have a good idea of how many bundles you can supply
- ▶ for wholesaling: have a good idea of how often you can re-stock