

Adding Value With Wheat Straw Bales: Some Thumb-Rules

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Production:

- ▶ average 100 bales per acre
- ▶ bales should be tight
- ▶ bales should be free of excess dust and loose particles
- ▶ bales should be clean
- ▶ bale weights less than 25 pounds will appeal to more consumers

Pricing:

- ▶ average wholesale prices can range from \$1.00 to \$3.00 per bale
- ▶ a recent price check in the Knoxville area revealed an average retail price of \$4.27 per bale with a range of \$3.75 to \$5.25 per bale

Suggestions:

- ▶ consider an individual tag for each bale to differentiate the product and accent a favorable product characteristic
- ▶ utilize bales in displays at the retail locations
- ▶ carefully evaluate large-quantity sales especially when delivery is included
- ▶ plan to peddle the product to any and all suitable retail establishments in nearby areas, especially metropolitan areas