

# POT HERBS

AT HENFAES  
PRODUCTION COSTINGS

**HERB  
PRODUCTION  
GUIDES**  
August 2010  
Ref: 020506



## INTRODUCTION

In April 2010, a field bed of perennial herbs was established at Henfaes. In order to compare the economics of field herb and pot herb production, we also produced a range of pot herbs from the same original micro-modules. This factsheet summarises the costs and activities involved in pot herb production.

## PRODUCTION COSTS

The costs and activities involved in production to the 9cm pot stage were exactly the same for the field herbs and the pot herbs (see factsheet Herbs at Henfaes, August 2010). The average cost per 9cm pot herb, including pot, growing media, planting material and labour was 39p.

Micro module plants were delivered in December 2009, they were immediately potted into 9cm pots. Plants were potted on in the first week of May 2010 to either a one litre or two litre pot.

Tables 1 and 2 show the approximate production costings for 1 litre and 2 litre pots respectively.

**Table 1:** Approximate production costs for **1 litre** containerised herbs

Item	Unit	Quantity	Price
Pot	1 litre plastic	1	0.07
Compost	litre	0.8	0.04
Labour	hr	0.1	0.65
<b>Total</b>			<b>0.76</b>

**Table 2:** Approximate production costs for **2 litre** containerised herbs

Item	Unit	Quantity	Price
Pot	2 litre plastic	1	0.16
Compost	litre	1.8	0.09
Labour	hr	0.1	0.65
<b>Total</b>			<b>0.90</b>

By June 2010 all the plants were at a suitable size for sale. Ongoing management of the herbs has not been included in the production costings – the plants were monitored and watered on an ad hoc basis by staff working in the production area. The total amount of time spent on monitoring and management of all the herb plants is approximately one hour per month.



Cronfa Amaethyddol Ewrop ar gyfer Datblygu  
Gwledig: Ewrop yn Buddsoddi  
mewn Ardaloedd Gwledig  
The European Agricultural Fund for  
Rural Development: Europe Investing in  
Rural Areas



Centre for Alternative Land Use  
Canolfan Ddefnydd Tir Amgen



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

It should be noted that these production costs are based on small scale production by non-specialist staff. Producing larger volumes of plants will result in cost savings through economies of scale and staff efficiencies.

### SELLING PRICES

To put the production costs into context, we price checked similar pot herbs at local retailers during the week before the Henfaes Herb event in August 2010. We also checked retail prices that on-line vendors were charging. The results are shown in Table 3 for local retail outlets and Table 4 for web vendors.

**Table 3:** Local retail prices for containerised herbs

Store	Item	Cost	Date checked
B&Q	0.95 litre parsley	£2.98 each	12/08/10
Homebase	1litre thyme	£2.99 each	12/08/10
	1litre rosemary	£2.99 each	12/08/10
Holland Arms (Strikes/Klondyke)	1litre chives	£2.99	All 12/08/10
	1litre parsley	£2.99	
	2litre sage	£4.99	
	2litre thyme	£4.99	
Local independent	9cm pots – all	£1.49	16/08/10
	3litre pot – rosemary	£9.99	

**nb** retail prices have to cover costs of delivery & distribution, merchandising, etc. plus site overheads

**Table 4:** Online retail prices for containerised herbs

Retailer	Item	Cost	Date checked
Jekka's Herbs	1litre rosemary (organic)	£5.50	12/08/10
	1litre chocolate mint (organic)	£5.50	12/08/10
	1litre thyme (organic)	£4.50	12/08/10
	2litre rosemary	£5.99	12/08/10
Gardening Megastore	2litre sage	£4.99	12/08/10

**nb** P&P varies with the size of order, starting at around £6.00 for one pot