



0.66









## Cost per unit (eventually) increases

## Pounds of Coffee Produced







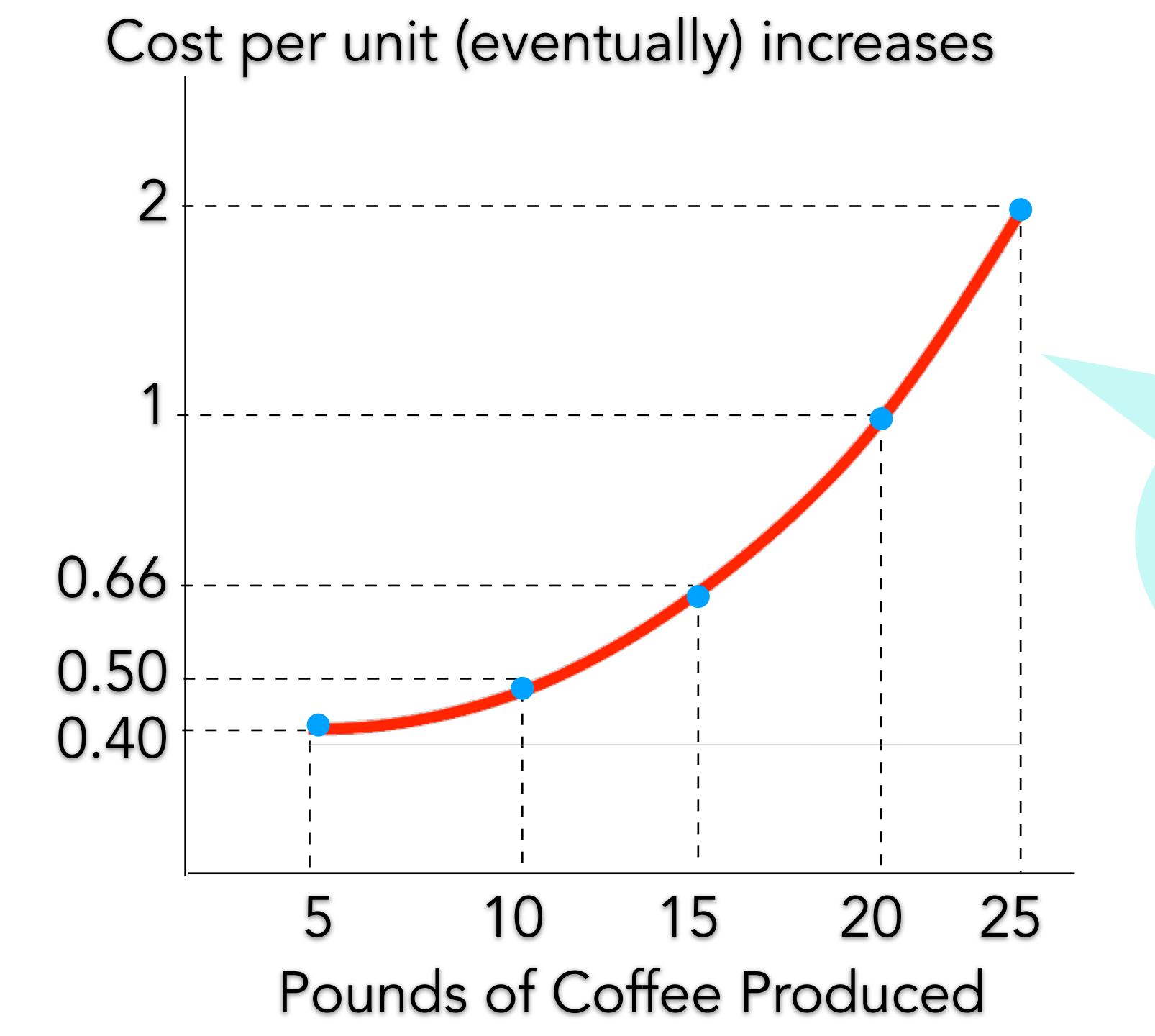








Inescapable fact: if the farmer produce more, the cost per unit will rise



Inescapable fact: if the farmer produce more, the cost per unit will rise

## Price is not the same as Cost!