

Price guide



MOSEGAARDENS COMMUNITY-BASED FARM - 2026

The share price is differentiated, so you can choose what you pay within the range of DKK 5,000-8,500. Or you can sign up for a solidarity share.

We have chosen to have a differentiated price, as it is important to us that different income groups can participate. Unfortunately, we live in a society where healthy, sustainably and locally grown food is not a right, but a commodity that not everyone has equal access to. With the differentiated price, we hope to make our vegetables available to a slightly wider group.

At the same time, regenerative production requires more hands than large-scale organic production, where people are replaced by large machines. Therefore, it is difficult to make ends meet if, like us, you want to grow vegetables using methods that also help to protect the planet. At the same time, society's support systems are structured in a way that favors large-scale producers, thereby distorting prices even more.

We know that the concept of differentiating the price of a product is very different from the way our economic system generally works, and it can be difficult to figure out what the "right price" for a share is. Therefore, here is a brief insight into our finances and a short guide to pricing, where we have divided the scale into four categories: small budget, medium budget, high budget, and mega-supporter.

PROJECT FINANCES - HOW DO WE USE THE MONEY?

Our primary market and therefore also our primary source of income is our cooperative members. In 2026, we aim to have 120 member and 15-25 winter shares, as this is the number we consider realistic to produce for while still having a good working week and giving ourselves a four-week summer vacation in the middle of the high season. In addition to cooperative members, a small portion of our income comes from events where organizers buy vegetables from us, from our stall

at Grønne Bønner, and from presentations and tours primarily for folk high schools and other educational institutions.

There are a number of fixed costs associated with production, such as the purchase of seeds and seedlings, water for irrigation and washing vegetables, tools and spare parts, and fuel and maintenance of the van. In addition, we make “major” investments every year to improve our production. In 2024, we invested in an additional polytunnel for germinating seedlings, and the year before, we purchased trees to establish an orchard. All in all, we have expenses of DKK 250,000-300,000 per year. In 2026, we have budgeted for a turnover of just over DKK 720,000, which will give a profit of around DKK 460,000 to cover the wages of three people for the entire season.

In the long term, we dream of having such a healthy economy that we can pay ourselves a gardener's standard wage of around DKK 24,000 per month for a full-time position. Although we have been in business for seven years, there has been quite a bit of turnover in the team, and we are still in the process of learning and streamlining our production. We are still a long way from our goal of a gardener's salary and are instead aiming to be able to pay ourselves a minimum of DKK 16,000/month before tax and pension this year for those of us who work full-time, and DKK 13,000 for those who work four days a week. It's not exactly an income to brag about, but it's enough for each of us to make ends meet financially.

If we are to afford the planned monthly salary, each cooperative member must pay an average of DKK 6,000. By comparison, in 2025 our cooperative members paid an average of just under DKK 6,000. There will always be shareholders who cannot afford to pay more than the minimum price, so we base our budgets on the assumption that some shareholders can afford and are willing to pay more than the average. If all shareholders pay the minimum price, we will only end up with a full-time monthly salary of DKK 13,000 before tax and pension. If, on the other hand, all shareholders pay the highest price, we end up with almost a gardener's salary. Since the fixed costs are the same regardless of how much you pay as shareholders, the extra money you give means that we can pay ourselves a higher salary, which makes life as a farmer more financially sustainable in the long run.

PRICE GUIDE

Our financial situation and our ability to buy delicious, healthy, locally produced vegetables depend on many different factors in our lives, such as income, access to permanent employment, whether there are several people contributing to the household budget, expenses for medication for chronic illnesses, supporting others, housing conditions, assets/savings, education, and many other factors. Therefore, this guide should only be seen as just that—a guide—as our personal finances are influenced by complex systems such as capitalism, racism, and patriarchy. For this reason, we cannot provide you with a completely comprehensive list of criteria. The guide below is written as three examples of finances that could fall under each price group. We have written it as if there is only one adult in the household, knowing that many of you are probably more.

If you cannot pay for your entire share at once, you can always write to us. Then we can arrange payment in installments.

SMALL BUDGET 5000-6000 KR.

You have an income of less than 25,000 kr. per month before tax. Perhaps you are responsible for all expenses on your own, or you share the expenses with one or more people with a small income. You may also not have stable housing conditions, or you may be renting a home that you cannot really afford. You are unable to save money, or perhaps only to a very small extent, and in your everyday life, your budget severely limits your consumption and ability to pay for leisure activities. If you are a single parent or support other members of your family or other close relatives, you may also fall into this group despite having a higher income. Chronic illness and therefore high medication costs may also mean that you fall into this group despite having a higher income. If you are unable to set money aside and therefore cannot pay your entire share at once, please do not hesitate to write to us.

For self-harvesting, the price guide is: adults DKK 2000-2400; children (3-10 years) DKK 500-600; young people (11-18 years) DKK 1000-1200.

MEDIUM INCOME: DKK 6,000-7,000.

You have a monthly income of DKK 25,000-40,000 before tax, and you can afford leisure activities and put money aside for savings, but your budget still limits your spending. Perhaps you live with others and share the expenses, but none of you have a high income. You may live in expensive rented accommodation and have no access to anything cheaper.

You may also be in this price group because, despite a high income, you have high expenses for medicine or spend a lot of money supporting others. It may also be that your income is very low, but your expenses are low, and you have financial stability due to good housing conditions, access to savings, or family wealth.

For self-harvesting, the price guide is: adults DKK 2,400-2,800; children (3-10 years) DKK 600-700; and young people (11-18 years) DKK 1,200-1,400.

HIGH INCOME 7000-8500 KR.

You have an income above 40,000 kr. per month before tax, you have stable housing conditions and savings/access to assets, and you have room in your budget for both entertainment and putting money aside for savings.

For self-harvesting, the price guide is: adults DKK 2,800-3,400; children (3-10 years) DKK 700-850; and young people (11-18 years) DKK 1,400-1,700.

MEGA SUPPORTER DKK 8,500.

If you have room in your budget and are simply crazy about our project, you can donate DKK 8,500 so that we can pay ourselves a better salary and afford to develop and improve production.

If you are in doubt and can afford it, we hope you will choose this price.

SOLIDARITY SHARE - DKK 2,500.

Inspired by other projects and as part of our vision of equal access to healthy and locally produced food, in 2026 we will be working with a dedicated solidarity share of DKK 2,500, which is targeted at people with very limited financial resources. We know that this is a small drop in the ocean, but we still want to work towards a more solidarity-based model.

If you are interested in a solidarity share, you can write to us now, and we will get back to you after May 1, when we know how many solidarity shares we can offer. We will distribute them on a first-come, first-served basis.

If you would like to support the scheme, you can purchase half a share until May 1 by paying DKK 2,500. For each share that is purchased, another person can buy a particularly cheap share, as they only have to pay half the price. The recipient of the solidarity share therefore also pays DKK 2,500. You can write to our email address if you would like to purchase half a share for someone else.

The solidarity share is intended for you if you can relate to one or more of the following:

- Your salary or benefits are around or below kontanthjælp (DKK 7,200 per month before tax), and you have very little opportunity to increase it
- You have high expenses for medication due to chronic illness
- You are a single parent or support other family members or close relatives
- You do not have access to permanent employment
- You do not have access to permanent housing, or you live in very expensive accommodation because you do not have access to anything cheaper
- You experience significant financial instability

And because one or more of the above applies to you, you are in a very tight financial situation, which means you cannot afford to prioritize buying our vegetables outside the solidarity scheme. If you need to split your payment into installments, please do not hesitate to write to us.

For self-harvesting, the price for a share is: Adults DKK 1,000; Children (3-10 years) DKK 250; and Young people (11-18 years) DKK 500.