

The Money at a Glance: Bags, Cups and a Market Day

A one-person coffee stall in central Michigan, as of October 2026. Market-day totals are models: arithmetic on stated assumptions.

COFFEE REFERENCE CARD

Item	Figure	Or	How it is worked out
ONE 12 OZ BAG: FIRST SEASON (GREEN IN 20 LB LOTS) · BY THE 65 LB BOX			
Green coffee, 0.882 lb	\$7.06	\$5.39	12 oz ÷ 0.85 (15% roast loss); \$8.00 vs \$6.11 a lb
Valve bag · label · electricity	45¢ · 25¢ · 4¢	45¢ · 18¢ · 4¢	Foil-lined pouch; labels by 500 vs 1,000+
Total, one 12 oz bag	\$7.80	\$6.06	Green is about 90%. An 8 oz bag: \$5.36 / \$4.18
Left from a \$17 / \$16 bag	\$9.20 / \$8.20	\$10.94 / \$9.94	Less a 59¢ card fee on a \$17 bag
ONE CUP, FIRST-SEASON COFFEE: LANSING-AREA PRICE (SMALL TOWN 50¢ LESS) · COST			
House, pour-over or press, 12 oz	\$3.50–\$4.00	cost 54¢	20 g coffee 41¢; cup, lid, sleeve 13¢
Iced coffee, flash brew, 16 oz	\$4.00	cost 87¢	23 g coffee, ice, clear cup
Honey coffee, hot, 12 oz	\$4.50	cost 81¢	17 g coffee; 15 g honey at \$10/lb
Cà phê sữa đá, 16 oz	\$5.50	cost \$1.12	25 g coffee, condensed milk, ice
Honey-and-milk coffee, 12 oz	\$5.00	cost \$1.33	Phin concentrate, honey, half-and-half
A MARKET DAY: 18 BAGS, FIRST SEASON · BY THE BOX			
Bags only, Lansing area	about \$112	about \$145	306 – bags – \$25 stall – \$18 samples – \$11 card fees
Bags only, small town	about \$109		\$10 stall, \$16 bags
+ 40 cups, season licence	+\$64 first year	+\$100 later	Lansing day total \$176, then \$212
+ 40 cups, \$104 licence every day	+\$10 Lansing	–\$8 small town	Break-even about 37 cups (Lansing area)
LICENCES, EQUIPMENT, THE SEASON			
Temporary licence, per market day	\$104 Mid-Michigan	\$114 Shiawassee	Mid-Michigan District covers Clinton County
Transitory Food Unit, a season	about \$1,205 first year	\$335 later years	Shiawassee 2026: \$155 + 2 × \$90 inspections + \$688 plan review + \$182 course
Start-up, bags under cottage food	\$940–\$1,150	+\$479 Behmor	Bags, labels, sealer, scale, stamp, airpots, cups
Bullet R2 \$4,099 / R2 Pro \$5,299: paid back in	476 / 615 bags first season	396 / 512 by the box	R2: about 26 markets at 18 bags a week
A season: 24 markets × 18 bags	about \$2,690 first season	about \$3,490 by the box	432 bags, 324 lb, \$7,344 of sales
Cottage food cap, \$50,000 a year	about 2,940 bags		42 lb roasted a week, every week

- **Tax:** 6% on cups, included in the menu price; bags are not taxed. **Card fees:** Square, 2.6% + 15¢.
 - **Samples:** 200 tastes of 1½ oz cost about \$18 a market.
- **Ask the health department first** how a weekly vendor is licensed: it decides whether cups pay.
 - **Not counted:** honey, jam and bakes; mileage; insurance; time.