**Checklist for Evaluating Collaborative Relationships**

**Marketing:
\_\_** *Who is responsible for marketing the product(s)?*\_\_ *How will my product be marketed?
­­*\_\_ *Will my product retain it’s identity?*\_\_ *Labels?*\_\_ *How will my product be displayed?*

**Transportation:
\_\_** *Who is responsible for transportation of product(s)?
\_\_ When is liability assumed?*\_\_ *When is product required to be delivered?*

**Reimbursement:
\_\_** *How will I be reimbursed?*\_\_ *When will I be reimbursed?*

**Types of Products, Amounts, Timing, etc…
\_\_** *What types of product(s) are looking to be purchased?*\_\_ *How much?*\_\_ *How often would delivery occur?*\_\_ *Am I the only provider of this type of product? Are there competitors?*\_\_ *What price can I expect to get for my product(s)?*\_\_ *Any food safety requirements?*

**Alignment of farm mission, values, personality, etc…
\_\_** *Does this farm/business mission, values,personality align with mine?*

**Where Will Products be sold?
\_\_** *Farmers Market stand*\_\_ *Farm store*\_\_ *Health food store*\_\_ *Restaurant Menu*

**How Will products be sold?
\_\_** *Consignment
­­­*\_\_ *Outright purchase*\_\_ *Am I locked into selling for a certain period of time?*\_\_ *What recourse does either partner have to back out of agreement?*