Collaborative Marketing Case Study: Old Barn Hollow

Karen Allen operates Old Barn Hollow, a locavore store in the city of Binghamton, which sources products only within a 100mi radius of the store and works with approximately 100 different farms throughout the year. The store sells fresh, frozen and shelf-stable products, as well as many gift items. The store is open year-round. Karen also operates an online CSA and fresh vegetable CSA out of the store which brings in customers who purchase other goods when picking up their shares. Karen also makes her own line of artisan jams and jellies using local fruits.

Prior to participation Karen in this project Karen was using social media and her website to be marketing products and most of the vendors she worked with also listed her in their listings of “where you can find us”. She worked with all the other partner farms in this project as one of their collaborative marketing partners. She was also one of their largest, if not the largest, collaborative marketing buyer of their products. Karen does not have formal agreements with any of the farms she works with to supply her store.

Karen’s biggest concerns about collaborative marketing centered around their collaborative marketing partner farms being able to consistently supply the quantity they required and finding a reliable, quality meat producer. Participation in this project has led to increasing the number of farms that they work with on a regular basis.

Karen used pieces of the checklist and the contract as they fit best in specific circumstances. She felt it would be more helpful to her (and other farms) to have these resources located on the CCE website once finalized. She also felt that for someone who was just considering collaborative marketing that they provided support and all the important pieces of information to lay a solid foundation.

Overall Karen felt her participation in this project was positive. Having these resources gave her more confidence when speaking with potential vendors for her store as well as solidifying existing relationships.