**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?*