

**What:** Collaborative Marketing: A Roadmap & Resource Guide for Farmers

**Keywords:** marketing, scale, collaboration, agribusiness  
market, agriculture/farming

**When/Where:** 2000; revised 2008

**Who:** Robert King & Gigi DiGiacomo  
For farmers (those interested in more effectively marketing themselves, probably more aimed at small-medium scale)

**Why:** To introduce the concept of a Collaborative Marketing Group and give recommendations and pertinent examples for farmers looking to start one.

**How:** interviewed farmer-members from collaborative marketing groups  
summary of the publication and its sections on the first page, also acknowledges in "Using This Publication" on the 1st page that you probably won't read cover-to-cover & gives recommendations on where to start based on what you're interested in

On a scale of 1 (not very well) to 4 (very well): How well does this source of food knowledge...?	Number
Engage an adequate range of perspectives and types of knowledge (fill in the boxes to create bar graphs)	2
Translate between diverse perspectives	1
Address conflicts across perspectives	2
Generate useful information for those affected by the issues addressed	3
Include an adequate range of relevant stakeholders throughout the knowledge-creation process	3
Help users of this knowledge source learn from each other	4
Allow users of this knowledge source to put what they learn into action	3
Consider the larger context as necessary	3

What has been done with this or could or *should* be done with it?

What is useful, meaningful, surprising, or a problem? Questions?

Like this quote: "Working together is difficult. You and others in your group need to develop a clear understanding of what you can gain from collaboration and what can keep you from being successful."

A little confusing that it seems to have been written as a paper (internal references to page numbers) but is now a series of web pages

What connections could made to other information/people/organizations?

**Where to find it** <http://www.misa.umn.edu/Publications/>