

What: Marketing Local Food

Keywords: marketing, local food, retail / sales opportunities

When/Where: 2007 (updated 2011?)

Who: Jane Grimsbo Jewett, Beth Nelson, & Derrick Braaten (MISA)
For farmers looking to sell locally

Why: To introduce various marketing systems, suggest other resources, and offer examples of successful farmers marketing locally, to help farmers looking to sell to the local community

How: Nicely laid out & fairly easy to read, cites lots of additional resources, acknowledges benefits & challenges of each marketing model, WEALTH of information