In recent decades short food supply chains (SFSCs) have developed as an alternative to conventional commodity food supply chains (CCFSCs). Unlike the socially distant exchange of alienated commodities that typifies CCFSCs, SFSCs are founded on socially proximal economic exchanges that are embedded in and regulated by social relationships. These socially embedded exchanges occur on a continuum of social proximity that ranges from face-to-face exchanges, to exchanges facilitated by local and regional middlemen. This relational closeness, or embeddedness, has been shown to have benefits with respect to economic, environmental, and social sustainability. However, maintaining and responding to social relationships with consumers is not the only variable involved in SFSC farmer decision making. SFSC farmers must also navigate an increasingly competitive economic landscape in pursuit of profit to sustain their businesses or meet personal goals and needs. This presentation will review relevant theoretical works to develop a framework for exploring how SFSC farmers negotiate their market relationships to meet both social and economic goals.