

**Finding Customers:
The South Central Hemp Co-op Story**



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Co-op Development Team



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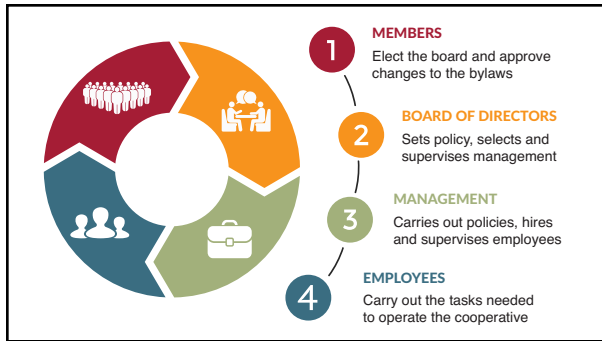
WHAT IS A COOPERATIVE?

A cooperative is a BUSINESS that is owned and democratically controlled by the people who use its services.

- Member owned
- Member controlled
- Members benefit

the International Cooperative Alliance uses this definition:
A cooperative is an "autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically-controlled enterprise".

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IDEA FOR A CO-OP?

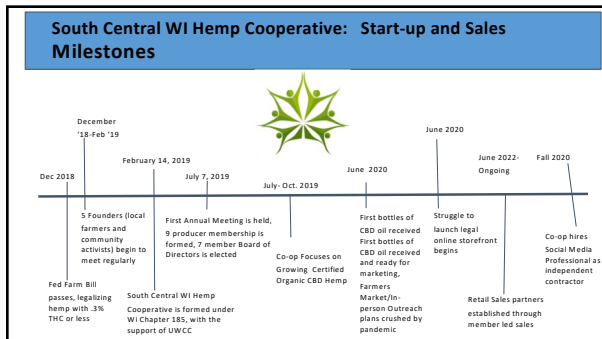
What's missing in your community?

Who would the member owners be and what benefits could the co-op provide?

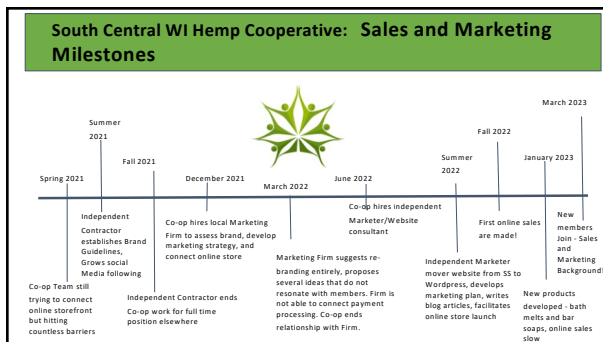
What is the business proposition?



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South Central Hemp 2023 Sales and Marketing Strategy

1. We are back to a DIY marketing strategy
1. Local Farmers' Markets, events, and festivals - focus on education and building relationships
1. Experimentation with promotions and incentives - gaining repeat online customers through In Person Marketing
1. Developing new products with minimal investment
1. Closely tracking effectiveness of marketing efforts, investing in what strategies appear to be driving sales

www.southcentralhemp.coop

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RESOURCES

- UWCC website (<https://uwcc.wisc.edu/>)
- Cooperatives in Wisconsin primer on the co-op business model ([https://resources.uwcc.wisc.edu/About%20Co-ops/Cooperatives in Wisconsin FINAL small.pdf](https://resources.uwcc.wisc.edu/About%20Co-ops/Cooperatives%20in%20Wisconsin%20FINAL%20small.pdf))
- USDA How to Start a Cooperative (<https://www.rd.usda.gov/files/publications/CIR%207%20How%20to%20Start%20a%20Cooperative%20%282015%29.pdf>)

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