

# **Exporting for Small-Scale Cooperatives**

*(The Proven Approach)*

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The international marketplace is now a single market due to global market liberalization and an increase in technology and communication. No longer is international marketing considered the domain of multinational corporations (MNC's). Well-organized small-scale cooperatives (SSC's) with good leadership and management can participate in this market.

Several success stories are available. However, the export business model that is to be developed and adopted to ensure success must address the following. There must be:

- a well-organized group of producers, and
- a complete understanding of:
- how to develop a sound marketing strategy,
- how to position your product(s) or service(s) and how to define and target your marketing segments and customers, and

- how to implement the mechanics of international marketing (from export documentation, product pricing, promotion, delivery, and collection of payments).