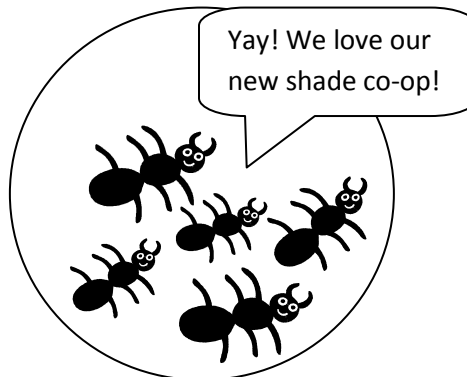


# STRATEGIES FOR USING EXISTING CO-OPS TO SEED NEW CO-OP ENTERPRISES

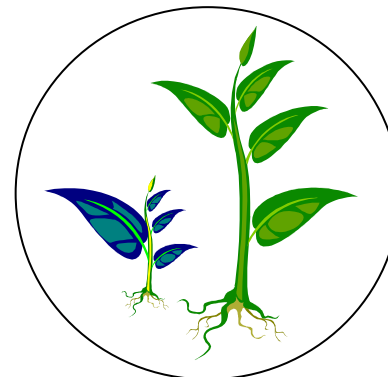
Go Up the Supply Chain



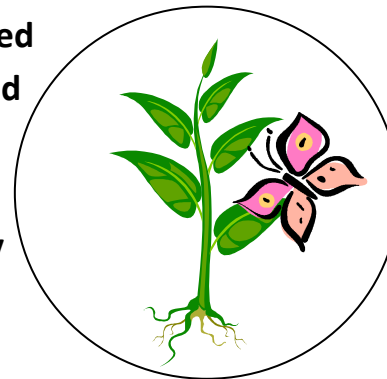
Go Down the Supply Chain



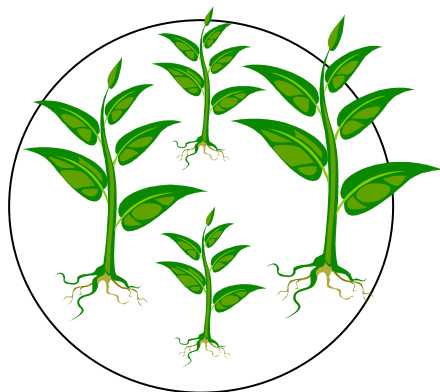
Spin Off a Business Function



Meet Related  
or Unrelated  
Member/  
Customer/  
Community  
Needs

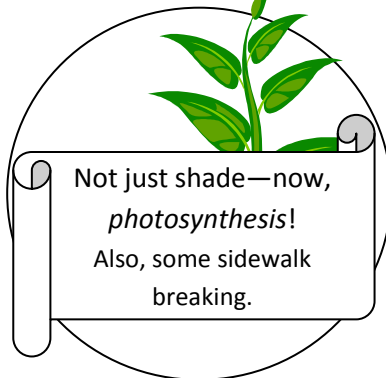


Convert

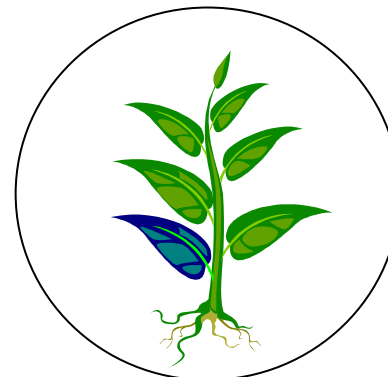


Reproduce

New Uses/Markets  
for Same Product



Not just shade—now,  
*photosynthesis!*  
Also, some sidewalk  
breaking.



New Product  
with Same Technology



COOPERATIVE  
DEVELOPMENT  
INSTITUTE

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