



**NEBRASKA COOPERATIVE
DEVELOPMENT CENTER**

Strengthening Small Town Grocery Strategy and Viability Through Local Participatory Engagement & Multi- Resource University Teams

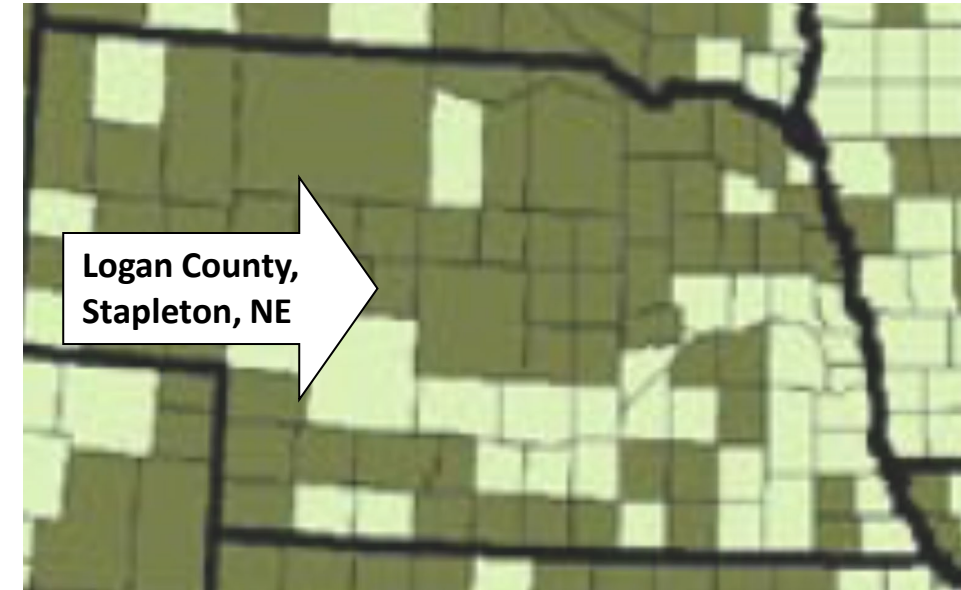
Cindy Houlden, Nebraska Cooperative Development Center

Shawn Kaskie, Rural Prosperity Nebraska

Abstract



The presentation focuses on a strategic plan model developed for the Stapleton Cooperative Market & Deli in Logan County (population 768). The model included best practices, and ongoing membership goals campaign, which resulted in viability of this key community anchor business. The model is transferrable to any rural grocery store.



Background



THE STAPLETON ENTERPRISE

SERVING
LOGAN & McPHERSON COUNTIES
FOR OVER 100 YEARS



LOGAN COUNTY, STAPLETON, NEBRASKA 69163

(USPS 518780)

THURSDAY, APRIL 27, 2017

NO. 17

Enterprise, Herald share state press awards

Journalists from across the state of Nebraska were honored at the 2017 Press Association's Newspaper Contest announced during Saturday evening banquet at the Country Inn & Suites by Radisson in Lincoln.

Enterprise, Herald, and the Thomas County Herald were named first, second and third winners of the Nebraska Press Association's Newspaper Contest announced during Saturday evening banquet at the Country Inn & Suites by Radisson in Lincoln.

Enterprise won first place in the Specialty division for their "All Babies of 2015" by Marcia Hora and Heather Harwager and second in that category to Our Veterans Salute to Our Veterans by Marcia Hora and Heather Harwager.

Enterprise judge commented on the feature of celebrating all the babies...

Officially open for business

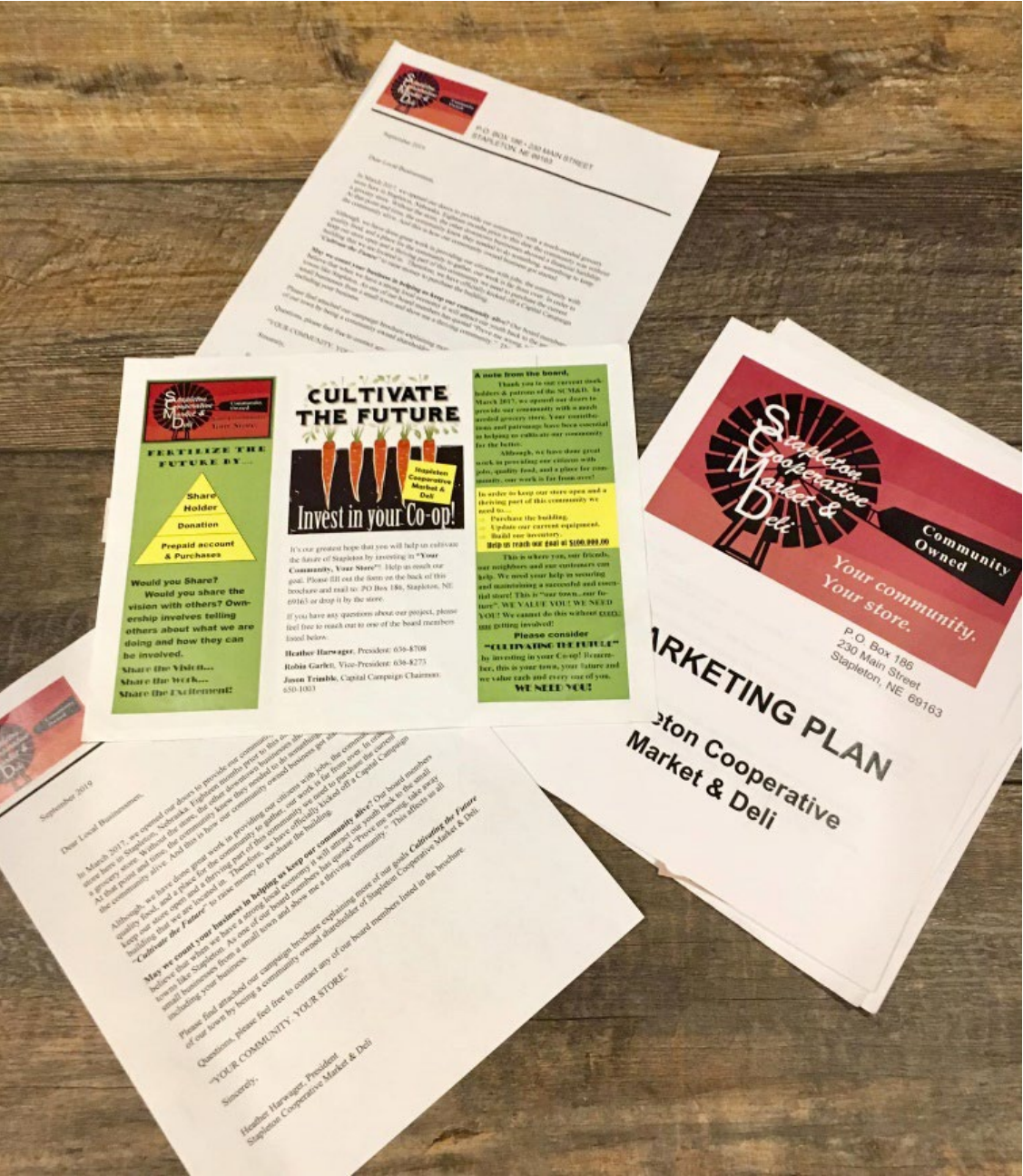


KENDRA CUTLER PHOTO

Stapleton's cooperative-owned grocery store opened for business Sunday, March 12, but it's now official with a very successful grand opening and ribbon cutting, Saturday, April 22. Stapleton Cooperative Market & Deli board president, Heather Harwager, prepares to cut...



Project



Regional Focus Group Location	Number of Employers represented	Number of Participants (people)**	Gender	Age range Range (Est)/ Avg across groups
Café 1	4	5	2 male, 3 female	60-80
Café 2	5	7	6 male, 1 female	40-70
School 1	1	6	2 male, 4 female 5 teachers, half 2 admin	25-62
School 2	1	2	2 female - admin	50-60
Downtown Retailer	2	4	3 male, 2 female 2 small biz owners	38-60
Employees	1	2	2 female	19-50
Store owner or Board Leader Interviews	5	5	3 male, 2 female 2 small biz owners	38-60
Total or Average	19	31	11 male, 15 female	30-70

Research Process -Methods:

Focus Group Participant Profile



Outcomes



Transferability



Questions?

