



GRACELAND FRUIT, INC.

Challenges and Opportunities

Cooperative Innovation

November 1-2, 2004



Graceland Fruit Cooperative, Inc.

- Starting a cooperative
- The spill
- Development of a new food product



Commercialization

- Production capacity
- Financing outgrowth
- Filling excess capacity



Growing a local cooperative

- Strategic planning
- Putting together a management team
- Sales and marketing strategies
- Alliances – supply, manufacturing and sales



Graceland Fruit Today

- Corporate structure – G.F.C.
- Employees
- Product line
- Product sourcing
- World markets