

Consultancy for the Rural Business Community

CASE STUDY:

Severn Grain



EXPANDING COLLABORATIVE MARKETING GROUPS



Severn Grain Ltd is a co-operative grain marketing group. It wished to expand its membership and trade larger tonnages of grain and approached **ruralconsultancy.com** to produce an overview of possible strategic moves to help achieve these objectives.

ruralconsultancy.com undertook a survey of the attitudes of members of Severn Grain Ltd towards the co-operative and its services to ascertain where improvements might be made. Non-members were surveyed to discover why they had chosen not to use a co-operative and to determine their attitudes towards competitive organisations. On the trade side, a number of key grain buyers were interviewed to ascertain their views of different types of suppliers. Recommendations were made on how best to encourage farmers to join a co-operative marketing group, the best promotional methods to use and how Severn Grain can best position itself in the marketplace.

The report provided an overview of possible strategic moves and recommendations on the strategic positioning of Severn Grain, which facilitated the development of an expansion plan for the co-operative.