ARTICLES

Agricultural Marketing Cooperatives, Allocative Efficiency, and Corporate Taxation ................................................................. 1
Jeffrey S. Royer

Key Success Factors for Emerging Agricultural Marketing Cooperatives .................................................................................. 14
Chris Bruynis, Peter Goldsmith, David E. Hahn, and William J. Taylor

Producer Perceptions of Hog Marketing Cooperatives .................. 25
Cheryl J. Wachenheim, Regis deHillerin, and Mike Dumler

An Examination of Characteristics and Determinants of Success of Cooperatives in the Non-Agricultural Sectors ...................... 46
Sanjib Bhuyan and F. Larry Leistritz

Membership Segmentation: Issues and Strategies for Cooperatives and Group Marketing Institutions ..................... 63
H.G. Brooks and D. McCann

BOOK REVIEW

The Market Orientation of Cooperative Organizations: Learning Strategies and Structures for Integrating Cooperative Firm and Members, by Kyriakos Kyriakopoulos ...................................................... 72
Jeffrey S. Royer
A Message from the Publisher

Among these pages the reader will find a variety of articles advancing the study and practice of agricultural cooperation that appeal to academic, government, and business professionals. NCFC is pleased to offer this sixteenth issue to the agricultural cooperative community.

Two articles focus on success factors that help agricultural cooperatives maintain a competitive edge. A study by Sanjib Bhuyan and F. Larry Leistritz examines the characteristics of a nationwide sample of cooperative businesses in a variety of non-agricultural sectors and develops a “probability of success” model. In another article, Chris L. Bruynis, Peter Goldsmith, David E. Hahn, and William J. Taylor identify and statistically analyze key factors important to agricultural marketing cooperatives’ success. They propose, based on this research and a comprehensive literature review, ways marketing cooperatives can increase their chances of success.

Also in this publication, H. G. Brooks and D. McCann set forth a theoretical model useful in explaining the effects of loyalty and market segmentation strategies on producer cohesion. The model may also be used to analyze the potential effects of market segmentation strategies on the core business of a firm. In another article, Jeffrey S. Royer considers issues of agricultural marketing cooperatives, allocative efficiency, and corporate taxation. A study by Cheryl J. Wachenheim, Regis deHillerin, and Mike Dumler examines producer perceptions of hog marketing cooperatives.

We offer special thanks to John R. Dunn who has graciously volunteered his time as editor and who has worked hard to bring the Journal to publication for his fourth year running. We are very grateful to our editorial board and reviewers who ensured that this issue would offer the most stimulating and current thinking on cooperative issues.

David Graves
President
National Council of Farmer Cooperatives
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