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Communicating the Value of Texas Cooperatives

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In reference to “Communicating the Value of Texas Cooperatives,” a background to the focus of the proposed research updates can be found. The original survey circulated to locally owned Texas cooperatives produced the following findings:

As of June 2009, the Roy B. Davis Cooperative Management Program conducted an extensive survey addressing the need for a comprehensive evaluation of agricultural cooperatives. The Texas Agricultural Cooperative Council (TACC) partnered with Texas Agrilife Extension personnel and compiled data from 96 locally owned TACC member cooperatives in order to evaluate their contributions to local communities and the Texas state economy. Metrics produced from the survey indicated that these TACC member cooperatives potentially impacted the lives of one out of every three Texans and contribute more than \$825 million to the Texas GDP. The compiled research enabled the TACC member cooperatives to accurately realize the vital role their individual businesses took in the Texas economy and aided lobbying efforts

to advocate the necessity of Texas cooperatives (Baros et al.).

Continuing Efforts

In the coming year, Texas Agrilife Extension personnel will continue to work alongside TACC to bolster efforts to portray the importance of local cooperatives. The continued research will focus on the expansion of the survey population to include regional cooperatives and will update the metrics produced from the survey to reveal a current and accurate snapshot of the role Texas’ local and regional cooperatives play within the Texas economy.

References

Baros, J. R., R. M. Dudensing, and J. L. Park. 2009. “Communicating the Value of Texas Cooperatives.” Roy B. Davis Cooperative Management Program, College Station, Texas. Texas Agrilife Extension. June.