

# HOMEGROWN PROSPERITY

## A RURAL COOPERATIVE DEVELOPMENT INITIATIVE

Cooperative Education, Readiness and Incubation Across Kansas and Missouri



## CORE PROGRAM COMPONENTS

### 1. Cooperative Education & Literacy

Partner-led training modules adapted for rural communities, covering:

- Cooperative principles and models
- Financial structures
- Governance and leadership

### 2. Community Outreach & Education

Locally-driven recruitment efforts to surface rural innovators and cooperative development opportunities.

### 3. Readiness Assessment & Selection

A two-step process using:

- Self-assessments
- Secondary readiness reviews to identify groups prepared for deeper incubation support.

### 4. Incubation & Technical Assistance

Early-stage cooperative development services, including:

- Business planning
- Governance development
- Financial strategies
- Feasibility analysis and support

Homegrown Prosperity is a two-year rural cooperative development initiative led by the **Kansas Farmers Union (KFU)**, **Missouri Farmers Union (MFU)**, and **Common Ground Producers & Growers (CGPG)** in partnership with **NCBA CLUSA**.

Supported by a **2025 grant from The Patterson Family Foundation**, the initiative strengthens cooperative ecosystems and expands community-owned economic opportunities in underserved rural counties across Kansas and Missouri.

## PURPOSE

Homegrown Prosperity provides a structured pathway for rural residents and emerging groups to move from:



Through cooperative education, diagnostic readiness tools and targeted technical assistance, the initiative will identify and support up to 10 cooperative-ready groups over the project period.

## WHY COOPERATIVES?

Cooperatives help rural communities:



Build local ownership and shared prosperity



Strengthen economic resilience



Create quality jobs



Keep wealth rooted in the community

## EXPECTED OUTCOMES

Homegrown Prosperity will:

- Increase cooperative literacy across rural communities
- Strengthen local leadership and organizational readiness
- Support the launch of viable cooperative enterprises
- Contribute to longterm rural prosperity through community-led solutions

## COOPERATIVE BUSINESS OPPORTUNITIES

Cooperatives strengthen rural communities by meeting everyday needs through locally owned businesses—like **child care, housing, grocery co-ops, home care** and **shared purchasing** that help families and small businesses afford reliable services.

They also support the rural economy through **agricultural and producer co-ops** that give farmers and entrepreneurs more power in markets, keep value-added jobs nearby, and reinvest profits locally.

## CONTACT

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## ABOUT OUR TEAM

**Common Ground Producers and Growers** partners with Kansas farmers to provide responsibly-farmed organic produce to our communities at an affordable price.  
[commongroundpg.org](http://commongroundpg.org).

Since 1907, **Kansas Farmers Union** has worked to protect and enhance the economic interests and quality of life for family farmers and ranchers and their communities.  
[kansasfarmersunion.org](http://kansasfarmersunion.org).

**Missouri Farmers Union** is a grassroots organization that works to protect the economic well-being of family farmers throughout Missouri.  
[missourifarmersunion.us](http://missourifarmersunion.us)

The **National Cooperative Business Association (NCBA CLUSA)** is the trade association for cooperative businesses in the U.S. and a development organization that helps people and communities thrive through the cooperative business model.  
[ncbaclusa.coop](http://ncbaclusa.coop)

