

## Cloth Diapers in Local Stores

### I want my local store to sell cloth diapers.

Start with a small, independent store to test your plan, perhaps a baby store, consignment shop, health food store, or food coop.

Be sure to address:

**Local manufacturers.** Is there a cloth diaper manufacturer local to you? Do they sell wholesale?

**Start simple.** Show the store buyer or owner one product at a time to test their interest. If they have questions you can't answer, ask whether you can get back to them, then seek answers among RDA members and other Leaders.

**Viable product sales.** You will need to show the store owner why their customers will buy cloth diapers. You need to sell them on the idea before they will be willing to sell to customers.

**Other sources.** Perhaps you want to create a list of diaper wholesalers to show the variety available.

**Build on success.** If your simple plan works, approach more stores to suggest they sell cloth diapers. Encourage parents to buy locally by providing them with a list of local retailers. Use the fact that you will add them to this list as an incentive to get more retailers to carry cloth diapers.

Good luck!

[www.realdiaperassociation.org](http://www.realdiaperassociation.org)