

# Co-operative Spotlight

December 2010

An overview of Saskatchewan co-operative sector news and activities

## New Co-op Profiles on SCA Website

Saskatchewan Co-operative Association is pleased to debut the first series of Co-operative Profiles on our website. Periodically, a new profile will appear on the home page of the SCA website as the "Feature Co-op" while the rest of the profiles are available at [http://www.sask.coop/co-op\\_profiles.html](http://www.sask.coop/co-op_profiles.html). Presently, there are 16 profiles on the site.

A cross-section of co-operatives were selected for the profiles. "We wanted to feature different types of co-operatives from across Canada in order to demonstrate to users of our website the diversity of the co-operative model," says Victoria Morris, Executive Director of SCA.

There are still a few types of co-operatives to be profiled. The goal is to keep expanding the Co-operative Profiles section of the site to be fully inclusive of all types of co-operatives. If your co-operative would like to be profiled, please contact Kim at 244-3702 or [kim.vindegsmall@sask.coop](mailto:kim.vindegsmall@sask.coop).

This issue of the *Co-operative Spotlight* features a profile of Steep Hill Food Co-op on page 3.



## Donations Flow from FCL Projects

Federated Co-operatives Limited, on behalf of Saskatchewan Co-ops, and the Saskatchewan Roughriders Football Club, are very pleased to announce a second gift of \$10,000 to support the Children's Hospital Foundation of Saskatchewan (CHFS). The gift represents the charitable portion of sales of the second edition of Fantuz Flakes cereal, released in October 2010.

"The second edition of Fantuz Flakes doubled the number of boxes of cereal on the shelves of Saskatchewan Co-op food stores, and once again Rider fans snapped up these collector edition boxes," says Scott Banda, CEO of Federated Co-operatives Limited. "This time cereal was available not only in Saskatchewan, but at selected Co-op food stores in B.C., Alberta and Manitoba. This proves that Rider Nation, like Co-op, is alive and well across Western Canada. Thanks to the pride and support of Rider fans we are able to present this second cheque for \$10,000 to the Children's Hospital Foundation of Saskatchewan. I am proud that this cheque brings our total gift to the Foundation to \$20,000 for 2010."



Left to Right: Mike McCullough (LB - Saskatchewan Roughriders); Chris Getzlaf (SB - Saskatchewan Roughriders); Brynn Boback-Lane (CEO - Children's Hospital Foundation of Saskatchewan); Scott Banda (CEO - Federated Co-operatives Limited); Steve Mazurak (V.P. Marketing and Sales: Saskatchewan Roughriders)

Steve Mazurak, Vice-President of Marketing and Sales, represented the Saskatchewan Roughriders at the event. "The Saskatchewan Roughriders believe in community, and recognize that our success depends on the support of people across Saskatchewan and throughout Canada," stated Mazurak. "The Fantuz Flakes promotion is an excellent example of the passion people have for this team, and about their communities. *Continued on page 2*

## SCA & CCEDNet-SK Plan Regional Event

Saskatchewan Co-operative Association (SCA) together with the Canadian Community Economic Development Network (CCEDNet) is excited to announce an upcoming CCEDNet-SK Regional Event that will take place in the spring of 2011.

This one-day event will feature a series of workshops focusing on Community Economic Development and co-operatives. Registration will open in the new year.

Check this space next month for more information. If you have any questions please contact Carla, Regional Event Co-ordinator, at 244-3702 or [carla.paul@sask.coop](mailto:carla.paul@sask.coop).

# Applications Open for IMPACT! Youth Conference

For the second time, The Co-operators is working closely with numerous academic and NGO partners to offer **IMPACT! Youth Conference for Sustainability Leadership**. The 3-day bilingual conference brings together students from all fields of study to work with business and academic leaders to develop and implement real sustainability solutions and to develop lasting networks.

The first IMPACT! Conference in 2009 included students from 50 universities and 10 colleges. Marina from Guelph said: "Overall, the conference was more than I expected! [It] was committed to a lasting and meaningful connection and impact. I was very impressed by the diversity of delegates selected, the excellence of the engaging speakers, and the honest interest and support in the ideas generated."

The conference is nested within IMPACT! The Co-operators Youth Program for Sustainability Leadership which enables participants and alumni to: apply for seed funding; engage in post-conference webinars; benefit from post-conference training and internship opportunities; and, utilize platforms for ongoing learning, networking and collaboration.

Source: The Co-operators



## IMPACT! Youth Conference for Sustainability Leadership

- September 15-18, 2011 at the University of Guelph, Ontario
- 165 university & college students from across Canada selected to participate
- Inspired by leading key-note speakers including Dr. David Suzuki, working on tangible sustainability solutions with business and academic leaders; and building lasting networks
- All conference related expenses covered
- Application process is now open [www.impactyouthsustainability.ca](http://www.impactyouthsustainability.ca).
- Applications close January 23, 2011

**DONATIONS - Continued from page 1** The Riders are proud to add this promotion to the range of other initiatives that our organization and our players participate with in support of the Children's Hospital Foundation."

Brynn Boback-Lane, CEO of the CHFS, hosted the event and praised the partnership that made this gift possible. "The Children's Hospital Foundation of Saskatchewan is honoured to be working with Federated Co-operatives Limited and the Saskatchewan Roughriders. Family and children is what this Foundation represents and we are proud to be the recipient from the sales of Fantuz Flakes, and to be associated with a team that continues to help us increase funds for the new Children's Hospital of Saskatchewan. FCL, the Riders and the Children's Hospital Foundation of Saskatchewan are a great team working together to benefit our kids!"

FCL and the Riders are already working on innovative ways to support the CHFS in 2011, so stay tuned for updates.

FCL initiated another promotion in October 2010, in which retail co-operatives across Western Canada teamed up with Van Houtte Coffee for a 'Drink Pink' campaign. Ten cents from every Drink Pink coffee sold (five cents from the 78 participating co-operatives and five cents from Van Houtte) went to the Canadian Breast Cancer Foundation. The \$25,000

raised was matched with a further \$25,000 from Federated Co-operatives Limited (FCL), for a total gift of \$50,000.



On hand for the cheque presentation were (from left to right): Jason Harper, Manager – Customer Satisfaction, Van Houtte; Sylvain Toutant, President – Retail, Van Houtte; Tamara Smith, Manager – Urban & Rural Partnerships, Canadian Breast Cancer Foundation; Scott Banda, CEO, Federated Co-operatives Limited; Bill Martin, Kingsland Gas Bar Manager, Calgary Co-op

Participating co-operatives promoted the Drink Pink campaign by selling coffee in specially designed cups at 164 convenience store locations and 50 food store deli locations.

FCL CEO Scott Banda made the presentation during a press conference at Calgary Co-op's Kingsland gas bar and convenience store on November 15, 2010. "Co-ops across Western Canada are proud to support the Canadian Breast Cancer Foundation's dream of creating a future without breast cancer," explained Banda. "This donation is an example of the power of partnership – with co-ops, Van Houtte, and our customers and co-op members working together to make the Drink Pink program an outstanding success."

"We are so excited to partner with co-ops across Western Canada and Van Houtte Coffee," said Trish Bronsch, CEO, Canadian Breast Cancer Foundation – Prairies/NWT. "Breast cancer is a disease that will affect over 23,700 Canadian women and men this year. Bringing initiatives such as the Drink Pink campaign to reality is a tremendous display of collaboration, creativity and determination. This year's Drink Pink initiative is a true example of how support from the community can make a difference in the lives of someone's mother, daughter, sister, husband or brother today and for years to come."

Source: FCL Media Releases

# Steep Hill Food Co-operative

*As part of Saskatchewan Co-operative Association's ongoing series of co-operative profiles, we interviewed Gerry Yakimoski, manager of Steep Hill. Gerry has been involved with three co-operative food stores (Magpie Symbiotic Food Co-op, Steep Hill and Prairie Gold) in Saskatoon since their beginnings in the 1970s and 80s. Magpie and Prairie Gold have since closed. Gerry believes the reasons that people join today are often very similar to that of the 1980s: We want to have local, organic, cheaper foods that are easy to find all in one friendly little store.*

## **Where is your co-operative located?**

730 Broadway Avenue in Saskatoon.

## **When was it established?**

We opened for business in October 1978.

## **What is the Steep Hill Food Co-op?**

Steep Hill is a natural and organic bulk food co-operative.

## **What community need does the Steep Hill Food Co-op address?**

We source and sell locally and/or organically grown foods and earth-friendly soaps and taxables. It was established to create a storefront where people could find and sell healthy foods and earth friendly products for a lower price (wherever possible) and to create a place where at least a few local natural and/or organic producers could market their products.

## **Who are the members of the co-operative? How do they participate in the co-operative?**

There are approximately 900 members that include young families, all age groups both male and female, university students and professors, local neighborhood populace, doctors, lawyers, teachers, administrators, technicians, politicians and so on. These people participate by shopping, which supports both local producers and local small business. About 150 members participate by helping in the store on a regular (or irregular) basis; they package bulk foods, clean, recycle cardboard and compost, and shelf items for sale.

**“We are personally interested in our members/customers and share time by working together in a small space.”**

## **What makes Steep Hill unique?**

We are unique because there is no owner; we are a co-op in the truest sense of the word.

## **What have the greatest successes of the Co-operative been? How do you feel they were achieved?**

We have been in business for over 30 years. Many people who shop here find like-minded people and become friends, share food prep ideas, etc. I feel we have achieved this, and much more, by remaining small. We are personally interested in our members/customers and share time by working together in a small space. We also invite members to two potluck suppers a year. Usually about 30 people come and share good food and time. In 1991, we received the Saskatchewan Environmental Award for Environment-Economy Integration. In 2009 Steep Hill was voted the People's Choice "Best Eco-Friendly Store" in Planet S Magazine.

## **What do you find inspiring in your work at Steep Hill?**

I enjoy the people, their stories and food related ideas, as well as trying to fulfill their needs. As a small group of 12 people back in 1978, we were able to make this store happen and continue to flourish into a happy, thriving community and storefront.

## **What challenges did Steep Hill face during its development or does it continue to experience now?**

The first 16 years were the biggest challenge financially as sales were low and slow. Enough people continued to support us and tell their family, friends and neighbors about our store, though, so we became a thriving business in the Broadway district.

## **What do you envision for Steep Hill in the next five years?**

We plan to continue to do what we are doing. We do not believe bigger is better. We do not advertise other than by word of mouth and being a part of the wonderful Broadway district.

## **How can people find out more about your co-operative?**

People can come into the store and the staff will gladly answer any questions they may have. We also have a website cared for by two of our members: <http://steephill.sasklife.com>





# International Year of Co-operatives 2012

## CCA Launches 2012 Matters E-Newsletter

The Canadian Co-operative Association recently launched a new e-newsletter on the UN International Year of Co-operatives. This newsletter, 2012 Matters, will be distributed on a regular basis to provide updates on international, national, provincial and local activities related to the International Year.

In announcing the e-newsletter, Tanya Gracie, Program Officer Member Services said, "In just over a year, hundreds of millions of people around the world will be celebrating co-operatives and credit unions. In small towns, cities and countrysides, co-ops and credit unions will be promoting their benefits; their business model; and their diversity. The United Nations International Year of Co-operatives (IYC) 2012 is a "gift" that has been given to the global co-operative movement and an invitation to broadcast our achievements and advantages. It is a year to stimulate thinking, creativity and leadership on legacy projects that will live beyond 2012."

"The success of 2012 will depend on the engagement of co-operatives and credit unions at all levels in our co-operative system. Local grassroots co-operatives, centrals and federations, and provincial and national associations, can and will all play a role in recognizing and celebrating the Year. That's why the Canadian Co-operative Association (CCA), an organized and multi-sectoral voice for Canadian co-operatives, will be developing and sharing resources and tools to assist co-ops and credit unions in their local, regional, provincial and sectoral efforts."

One of the ways that CCA will be sharing information is via 2012 Matters. Each issue will highlight initiatives related to the International Year: from the United Nations and the International Co-operative Alliance, from CCA and its members, and from other co-operatives and credit unions across Canada and around the world. To sign up and receive this newsletter directly, visit [http://coopscanada.coop/en/info\\_resources/Publications/2012-Matters](http://coopscanada.coop/en/info_resources/Publications/2012-Matters).

Source: CCA 2012 Matters, Issue 1, December 2010

## Co-ops on the Move in Vancouver!

Thanks to the British Columbia Co-operative Association (BCCA), co-ops have become a moving experience for Vancouver residents.

Nine city buses have been displaying "I choose Co-op" bus signs as part of BCCA's campaign to increase the visibility of the co-op sector in the province.

Go to [www.coopscanada.coop](http://www.coopscanada.coop) to view a photo of one of the buses. For more information about "I choose Co-op", go to <http://bccca.coop/content/i-choose-co-op>

Source: CCA NewsBriefs, December 2, 2010



## Co-ops Involved in Future Farmers Network

Young farmers from across Canada -- including representatives of agricultural co-ops -- met in Gatineau, QC on November 15-16 for the first National Future Farmers Network.

The meeting brought together 45 participants representing a wide range of farming activities, as well as representatives of producer organizations, young farmers organizations and provincial and federal government representatives. It was organized by Agriculture and Agri-Food Canada and co-chaired by the Honourable Jean-Pierre Blackburn in his capacity as Minister of State (Agriculture).

Participants included Andrew Henderson of Gay Lea Foods Co-operative, who was nominated to attend the meeting by the Canadian Co-operative Association (CCA). Representatives of CCA, the Conseil canadien de la coopération et de la mutualité (CCCM), Credit Union Central of Canada and Desjardins were observers at the meeting.

The meeting took place a few days before the Standing Committee on Agriculture released its report *Young farmers and the future of farming in Canada*. The report highlights the challenges faced by Canada's agricultural system, including aging farmers, shrinking numbers of family farms, falling incomes and mounting debt.

The report contains a long list of measures proposed by all parties to ensure that farming in Canada remains profitable. Examples include maintaining support for the supply-managed sectors, improving access to credit for young farmers and improving the Canada Agricultural Loans Act to make it more responsive to young farmers' needs.

Source: CCA NewsBriefs, December 2, 2010