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CANADIANS HAVE POSITIVE PERCEPTION OF CO-OPERATIVES: NATIONAL SURVEY

A new national public opinion survey shows that the majority of Canadians view co-operatives as trustworthy, well-run businesses that provide good customer service and create jobs that help support local communities.

The survey, conducted by [Ipsos Reid](#) on behalf of the [Canadian Co-operative Association](#) (CCA), sampled public opinion across Canada on a variety of issues related to co-operatives.

Some of the survey's key findings include:

- One in five respondents identified themselves as a member of a co-operative; in Manitoba and Saskatchewan, 61 per cent of respondents cited membership in a co-op, while the figure for Alberta was 44 per cent.
- Seven in 10 respondents agree that co-operatives keep money in the local economy, are an important part of their communities and create jobs that help support local communities.
- More than two-thirds of respondents agree that co-operatives are a trusted place to do business and save members money.
- Two-thirds of respondents agree that co-operatives provide quality products and services. The same percentage of respondents agrees that co-operatives offer good customer service and have a good reputation.
- Three out of five respondents agree that co-operatives offer good value for money and are well-run businesses.
- The words most commonly associated with co-operatives are "local", "for all ages" and "about community."
- Two in five respondents consider themselves to be "very familiar" or "somewhat familiar" with co-operatives, while 18 per cent say they are "not at all familiar" with co-ops.
- 49 per cent of respondents thought COSTCO was a co-op; other organizations mistakenly identified as co-ops by some respondents included Westjet, the Canadian Union of Public Employees, TD Canada Trust and Hudson's Bay Company.

The full survey results are available on the CCA website at www.coopscanada.coop/en/about_co-operative/Coop_survey.

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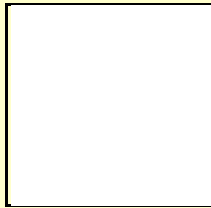
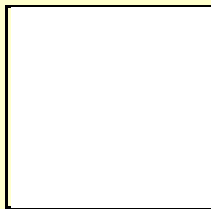
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The Quebec government and the [Conseil québécois de la coopération et de la mutualité](#) (CQCM) have signed an agreement that will provide the co-op council with more than \$10 million for co-op development over the next two years.

Under the agreement, which was announced July 8, CQCM will receive \$4.5 million from the government in each of the two years, while Desjardins, La Coop fédérée, Agropur and the mutual insurance companies will contribute more than \$560,000 per year.

The funding will support a variety of co-operative development activities, including advisory services to new co-ops, promotion of the co-operative model and delivery of special services to existing co-operatives.

"Co-operatives are innovative and dynamic enterprises which contribute actively to social and economic development throughout Quebec," said Quebec economic development minister Clément Gignac in announcing the agreement. "They are an integral part of economic stimulus and the entrepreneurial movement in Quebec."

CO-OPS TOP LIST OF 50 BEST CORPORATE CITIZENS

[Mountain Equipment Co-op](#), [The Co-operators](#) and [Vancity](#) are Canada's top three corporate citizens, according to the latest ranking from [Corporate Knights](#) magazine. [Desjardins](#) was 8th on the list, making co-operatives four out of the top 10 listed.

The criteria used in selecting the winners included the health and quality of an employer's pension plan, the diversity of its board of directors and senior management, executive compensation, board independence, and board-level oversight of sustainability issues. These factors and others were considered along with dozens of sector-specific key performance indicators that fall under three categories: environment, social and governance.

[Click here](#) to see the entire list.

CHF CANADA JOINS CENSUS FORM DEBATE

The [Co-operative Housing Federation of Canada](#) has joined a large and growing list of organizations calling on the federal government to reinstate Statistics Canada's mandatory long census form.

"CHF Canada's policy advice and research rely on census data to inform governments and Canadians, " the federation said in a recent newsletter. "Information from the mandatory long census form helps governments develop sound housing policies geared toward reducing housing need in Canada."

"CHF Canada believes that the mandatory long form is an indispensable source of data on housing need, diversity and other important traits about Canadians. We're encouraging member co-ops to ask the federal government to save it."

In addition to CHF Canada, the [Measuring the Co-operative Difference Research Network](#) is also preparing a letter urging the government to keep the long form. The Network, which includes both co-op sector and university partners, is

conducting a five-year, \$1 million research project to study the economic, social and environmental impact of co-operatives.

An online petition urging the government to reinstate the long census form can be found at www.gopetition.com/petitions/keep-the-canadian-census-long-form.html.

CCA GETS GREEN LIGHT FOR YOUTH INTERNSHIP PROGRAM

The [Canadian Co-operative Association](#) is recruiting candidates for its 2010 [International Youth Internship Program](#) (IYIP) thanks to a ground-breaking three-year \$630,000 agreement signed recently with the Canadian International Development Agency (CIDA).

The first wave of 12 successful candidates will take up work placements this September in Peru, Cambodia, Ghana, Uganda, Malawi and Rwanda. Each intern receives a stipend to cover travel and living expenses for the six-month overseas placement.

The deadline to apply for the 2010 program has been extended to August 13, 2010. Email: interns@coopscanada.coop

To be eligible for the International Youth Internship Program, applicants must be:

- a Canadian citizen or permanent resident legally entitled to work in Canada
- a post-secondary graduate
- out of school
- between the ages of 19 and 30
- unemployed or underemployed
- Have not participated in an internship with the Career Focus stream of the Government of Canada's Youth Employment Strategy (YES)

For more information on CCA's International Youth Internship Program, go to www.coopscanada.coop/en/international_dev/CCA_International_Programs/IYIP

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ON CO-OP LAUNCHES PETITION CAMPAIGN

The [Ontario Co-operative Association](#) (On Co-op) has launched a petition campaign calling on the Ontario government to support a broad range of policy initiatives that would benefit co-operatives and credit unions.

Proposed initiatives advocated by On Co-op include updating and improving the regulatory environment, implementing tax incentives to encourage investment and establishing a provincial Co-operatives Secretariat.

Once all the signatures are collected by On Co-op, they will be distributed to MPPs, who will be asked to table them in legislature. On Co-op hopes to announce the results of the campaign during its Co-op Week gala on October 20.

Go to www.ontario.coop/pages/index.php?main_id=132 for more information about the campaign.

ALTERNA PARTNERS WITH CITY OF TORONTO FOR YOUTH MICRO-LOAN PROGRAM

[Alterna Savings](#) is partnering with the City of Toronto on a new program aimed at fostering business opportunities for marginalized youth.

The Youth Micro-Loan pilot program will offer loans of up to \$5,000 to young people in Toronto's west-end neighbourhoods. Youth applicants will be given access to life skills and business planning training to improve their chances of securing a loan. This support will continue after they have received the loan to improve the chances of long-term business success.

The City of Toronto is providing guarantees on all of the pilot program's loans. Alterna is administering the loans and providing support services to the successful applicants through one-on-one coaching; access to its networking and mentorship sessions, personal and business banking services and business development opportunities.

The program was launched by Alterna and Toronto Mayor David Miller at the credit union's Bay Street Community Banking Centre on July 8.

EMPLOYEES ON STRIKE AT FARMERS DAIRY

Consumers in the Atlantic provinces will still be able to buy products from [Farmers Co-operative Dairy](#) in spite of a strike by some 240 full- and part-time employees who are members of the Communication, Energy and Paperworkers Union.

The strike began on July 9 after contract negotiations dating back to October 2009 failed to reach a settlement. The union's key outstanding issues include wages, pension adjustments, training and overtime.

"Farmers Dairy is committed to reaching a settlement with our union employees that is fair and reasonable for them, while keeping our co-operative commercially strong and competitive," said Derek Estabrook, Vice President of Marketing for Farmers Dairy. "We recognize that nobody -- either management or the workers -- wants a strike."

He said Farmers is committed to reaching a settlement and has offered the union a 6 per cent wage increase over three years, "which is fair and reasonable compared with our other three unions and the Nova Scotia labour market."

During the strike, Farmers Dairy products will be produced by trained, qualified and experienced non-union plant employees in accordance with stringent Canada Food Inspection Agency (CFIA standards) and will continue to be available to consumers. The strike does not affect Farmers Dairy in Newfoundland, its industrial plant in Truro or distribution in Cape Breton as agreements were successfully reached with the unions representing these employees.

GAY LEA DAIRY HERITAGE MUSEUM HOLDS OFFICIAL RE-OPENING

Members of the public can learn about the heritage of Ontario's dairy industry, thanks to the province's largest dairy co-op.

The [Gay Lea Foods](#) Dairy Heritage Museum held its official re-opening in Aylmer, Ontario on June 27.

Originally owned by Andy and Lotty van Kasteren, the museum collection was acquired by Gay Lea Foods in 2008. In 2010, it was decided the artifacts would remain in their current home and the property would become part of the Gay Lea family.

Over 15,000 artifacts adorn the shelves, walls, and floors of the museum. The main floor boasts dairy antiques and memorabilia, such as ice cream scoops, milk bottles, milk trucks and butter churns. Other items can be found downstairs, including blacksmith tools, childhood toys and games, old school desks, a WWI army helmet, an antique pair of ice skates, a barber's chair, razors, railroad spikes, horseshoes, tobacco boxes, and even the original water pipe from Aylmer, constructed from wood.

The museum, located at 48075 Jamestown Line, R.R. #2, Aylmer, ON, is open until Labour Day, Monday to Saturday, 9am - 5pm.

MEC AWARDS MORE THAN \$730,000 TO COMMUNITY GROUPS

[Mountain Equipment Co-op](#) (MEC) has announced more than \$730,000 in grants to community groups for outdoor activity and environmental conservation across the country.

A total of 76 community-based projects in nine provinces received between \$1,200 and \$50,000 in the latest round of MEC grants funding. The projects include:

- \$1,695 in canoeing equipment to the Simon Fraser University Outdoor Club
- \$11,940 to the Alberta Wilderness Association for its Newcomers to Wild Spaces project, which aims to introduce immigrants to wilderness and foster an outdoor ethic in them.
- \$15,000 to Ottawa Riverkeeper for a public awareness and education campaign - Our River is Not a Dumping Ground - about dumping untreated sewage into the Ottawa River.
- A \$50,000 land acquisition grant toward the Nature Conservancy of Canada's purchase of Darkwoods, an ecologically rich wilderness in BC's Selkirk mountains.

"MEC member purchases make our grants program possible, and none of the good work we support would be possible without their participation," said CEO David Labistour. "MEC grants are a long-running and integral part of how, collectively, our members help to support Canada's outdoor community."

MEC has invested over \$17 million in environmental conservation and outdoor recreation projects across Canada since 1987, when its grants program started.

ON CO-OP DEVELOPMENT MANAGER TO BE HONOURED AT ACE INSTITUTE

Jen Heneberry, Co-operative Development Manager for the [Ontario Co-operative](#)

[Association](#), is the winner of this year's William Hlushko Award for Young Co-operative Educators.

The award is presented by the U.S.-based [Association of Cooperative Educators](#) (ACE) to recognize those 35 years or younger for achievement in co-operative education. This is the second consecutive year the award has been won by a Canadian; last year it went to Tanya Gracie of the Canadian Co-operative Association (CCA).

The award will be presented at the ACE Institute in Cleveland, OH on July 29.

THE CO-OPERATORS WINS ADVERTISING AWARDS

[The Co-operators](#) has won three awards from an international association representing marketing and communications professionals in the insurance industry. The awards were presented at the 52nd annual [Insurance Marketing & Communications Association](#) (IMCA) 2010 Showcase Awards, held June 27-30 in Atlanta, Georgia.

The Co-operators won a Best of Show Award in the category of Print Product or Image Advertising - In-House B2C Marketing for its RESP printed marketing material. It also earned an Award of Excellence in the same category for its group home and auto print ads, as well an Award of Excellence in the Employee Electronic or Interactive Communication category for its Print Ad Tool.

The IMCA Showcase Awards present awards in 35 categories covering such areas as advertising, sales promotion, multimedia campaigns, TV/radio, the Internet, employee communications, annual reports, e-commerce, community service campaigns and public relations.

SHOW YOUR CO-OP WEEK COLOURS! ORDER YOUR PROMOTIONAL MATERIALS BY AUGUST 13

Experience the Co-operative Difference is the theme of Co-op Week 2010 (October 17-23), and you can spread the message in style with this year's Co-op Week promotional materials.

You can now order posters, leaflets and buttons by downloading an order form from www.coopscanada.coop/CoopWeek2010. All the materials use the distinctive watercolour artwork that is also the backdrop for International Credit Union Day around the world and Co-op Month in the United States.

Credit unions wishing to order ICU Day materials should contact Magda Stec at Credit Union Central of Canada (stecm@cucentral.com).

LIGHTS, CAMERA, CO-OP! ENTER THE EXPERIENCE THE CO-OPERATIVE DIFFERENCE VIDEO CONTEST

In keeping with this year's [Co-op Week](#) theme, *Experience the Co-operative Difference*, the [Canadian Co-operative Association](#) (CCA) has launched a video contest over the summer.

Contestants are asked to put together a video of 90 seconds or less showing what the co-operative difference means to them. The top three videos as selected by

a panel of judges from across the country will win baskets of co-op products and a copy of Ian MacPherson's book, *A Century of Co-operation*. The three winners and up to seven "honourable mentions" will be featured on the CCA Cinema during and after co-op week. All contestants will receive an Experience the Co-operative Difference button, featuring the artwork on this year's Co-op Week and International Credit Union Day posters.

Contestants must be residents of Canada and videos must be posted to YouTube, with the link sent to Donna Balkan (donna.balkan@coopscanada.coop) by September 17. For more information, go to www.coopscanada.coop/videocontest and view CCA's promotional video on YouTube at <http://tinyurl.com/VideoContestPromo>.

CHARLES GOULD APPOINTED TO HEAD ICA

The [International Co-operative Alliance](#) (ICA) has announced the appointment of Charles Gould as its new director-general, the international organization's top staff position.

Mr. Gould comes to the ICA after serving as CEO of Volunteers of America in the United States, a Washington-based health care, housing, and human services organization.

In announcing the appointment, Dame Pauline Green, ICA president, said: "The ICA Board recognized, with the United Nations declaration of 2012 as the International Year of the Co-operatives, the need for a leader who can successfully use this platform to communicate the co-operative value. Charles Gould has shown he has both the passion for a vital mission and the business knowledge to grow an organisation to scale."

Mr. Gould succeeds Iain Macdonald, who recently retired after serving in the position for eight years.

CREDIT UNIONS GREW IN 2009: WOCCU

Credit unions in nearly all regions of the world saw an increase in member savings and loan activity during 2009, according to the [World Council of Credit Unions](#)' (WOCCU) newly released 2009 Statistical Report.

The trend illustrates the increasingly more important roles that credit unions and other financial cooperatives worldwide played in their members' lives during last year's global recession. Total savings for all responding credit unions reached more than US\$1.1 trillion, the highest level recorded since WOCCU first began conducting the annual survey in 1972. The rate of growth represents nearly a 15% increase compared to the US\$995 billion in savings reported in 2008.

Loans were another indicator demonstrating strong growth over the previous year, climbing to nearly US\$912 billion from US\$847 billion in 2008.

The survey respondents from 97 countries reported that 49,330 credit unions served nearly 184 million members in 2009.

IN MEMORIAM: JIM MACDONALD

Jim MacDonald, a founder and former president of the [Co-operative Housing Federation of Canada](#), passed away on July 5 at the age of 90.

An activist in both the labour and co-operative movements, he moved to Ottawa from Cape Breton Island in 1959 to become executive secretary of the National Labour Co-operative Committee, aimed at developing links between co-operatives and unions. He helped create CHF Canada and served as its president from 1972 to 1978.

In 1988, on the 20th anniversary of its founding, CHF Canada honoured his work by creating the Jim MacDonald Award for Social Change, which recognizes the achievements of co-ops in social justice and community work.

"Co-operative housing exists in Canada in large part because of the work of Jim MacDonald," said Nicholas Gazzard, CHF Canada's executive director. "Jim may no longer be with us but his memory and his legacy will live on."

RESEARCH NETWORK LAUNCHES E-NEWSLETTER

The [Measuring the Co-operative Difference Research Network](#), a five-year, \$1 million research project aimed at measuring the social, economic and environmental impact of co-operatives, has launched its new e-newsletter.

The Network is a partnership between the Canadian Co-operative Association (CCA), the University of Saskatchewan, the University of Victoria, Saint Mary's University and Mount Saint Vincent University. Earlier this year, CCA and its university partners secured a \$1 million grant from the Social Sciences and Humanities Research Council to carry out the project.

[CLICK HERE](#) to download the first issue of the newsletter, which was published on July 19.

UNIVERSITY OF WINNIPEG OFFERS CO-OP COURSE

The University of Winnipeg is the latest Canadian post-secondary institution to offer a course in co-operative management.

Starting in January 2011, the university will be offering "Management of Cooperatives" through the Faculty of Business and Economics.

The course aims to build students' appreciation of co-operatives as a viable model of economic development and focuses on the methods by which mainstream governance, accounting, personnel and marketing practices can be adapted to fit the co-operative model. The course will combine lectures, readings, guest speakers, case studies and discussion to help students develop and understanding of the co-operative principles and the history of co-ops. Students will also learn about Manitoba co-operatives, as well as national and international co-op networks.

For more information, visit the Faculty of Business and Economics at www.uwinnipeg.ca/index/fac-bus-ec-index.

CREDIT UNION MENTORSHIP CHANGES LIVES

In June, 12 credit unions in six provinces opened their doors to welcome female credit union managers from Ghana, Uganda, Malawi, Kenya and the Philippines, as participants in the Canadian Co-operative Association's annual [Women's Mentorship Program](#).

Read more about the program and participant Josie Adaque's experience with Westminster Savings Credit Union *in News Briefs'* sister publication, [International Dispatch](#).

SCOTLAND TO BANK ON ROBERT OWEN?

British co-op pioneer [Robert Owen](#) could have his face on Scottish banknotes by 2012 if a campaign by co-operators in Scotland is successful.

Scotland's largest local authority, Glasgow City Council, recently voted unanimously to support the campaign, which is also being taken to the Scottish parliament.

During the late 18th and early 19th century, Robert Owen was a champion of co-operative values and campaigned successfully for the abolition of child labour and other social reforms.

The Bank on Owen group has launched a [petition campaign](#) and a [Facebook group](#) in an effort to generate support for the initiative.

CONTRIBUTIONS SOUGHT FOR BOOK ON CO-OPS AND PEACE

Canada's foremost co-operative historian is collaborating with a prominent Israeli peace and development educator on a book on the theme "co-operatives and peace" and are seeking examples from other researchers.

Ian MacPherson and Yehudah Paz are looking for researchers who would be interested in contributing examples of how co-operatives encourage people from different religious, ethnic, cultural and political origins to work together.

Each example should have a 150-200 word description, with pictures; there will also be room for larger case studies of up to 1,000 word, also with pictures. Contributors would be acknowledged as the author and/or source of their contribution.

Submissions should be sent by October 15 to Ian MacPherson at cluny1@uvic.ca.

2010 ICA EXPO SLATED FOR INDIA

The International Co-operative Alliance (ICA) will be giving co-ops around the world an opportunity to showcase their products and services internationally at its 2010 trade expo, to be held in Bangalore, India in December.

[ICA ExpoCoop 2010](#) is an international trade fair for co-operatives, aimed at helping co-ops present their products in the international marketplace, meet

buyers and decision-makers and find out about new trends in their sector.

The event will take place from December 8-10. For more information, go to www.icaexpo.coop/index.html.

CO-OP CONNECTIONS

In each issue of *Co-operative News Briefs*, we offer a selection of web links, including articles, websites, blogs, reports and videos, of particular interest to the co-op sector. If you have any interesting Co-op Connections to suggest, please send them to Donna Balkan at communications@coopscanada.coop.

Just Us Video profiling Just Us Coffee Roasters Co-operative, a Halifax-based worker co-op specializing in fair trade coffee.

Housing co-op series in *The Tyee* A series of articles about housing co-ops which recently ran in the popular Vancouver online magazine *The Tyee*.

eatCanadian Everything you ever wanted to know about food produced in Canada, courtesy of this federal government website.

Credit Unions begin to promote their strengths Positive article about U.S. credit unions in the *New York Times*.

Carolyn Lemon: Opportunities for Intellectually Challenged Adults A video about Carolyn Lemon and her daughter Cathy, who were the driving force behind the creation of the Common Ground Co-operative which promotes self-employment opportunities for people with developmental disabilities.

THE MEETING PLACE

July 27-30: [Association of Cooperative Educators Institute](#), Cleveland, OH

September 19-21: [Credit Union Managers Association \(CUMA\) conference](#), Alliston, ON

September 27-28: [Co-operative Corporate Secretaries Conference](#), Ottawa ON

October 2-5: [National Credit Union Lending Conference](#), Vancouver B.C.

October 20: [On Co-op conference and spirit awards gala](#), Burlington, ON.

December 8-10: [ICA Expo](#), Bangalore, India

Having an upcoming conference? Let *News Briefs* know! Send your events to communications@coopscanada.coop.
