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**Finding the Way to
Sustainable
Development:** the
experience of La Coop fédérée

Ottawa, March 9, 2007



DÉVELOPPEMENT DURABLE - ÉCONOMIE

La Coop
FÉDÉRÉE

Plan

1. The Coop federee and its network
2. Sustainable Development : “in” now, or...?
 - The motivations of La Coop fédérée
 - Changing the Guard at the highest level
3. The Sustainable Development Section
 - ✓ Section Structure
 - ✓ Mission and specific responsibilities
4. Assessment for Year 1
5. Conclusion

1. The Coop federee and its network



Promotes the preservation and development of human-scale businesses, owned, operated and managed by families.

Collective interests must always take priority over individual or sectorial interests.

- 104 local cooperatives
- 35,000 farmers members
- 13,000 employees
- Turnover 4,5 bn \$ CAN
- 60 % share farm supply
- +50 % share processing and marketing
 - 7,5 million hogs
 - 90 million poultries
- QC, NB, ON, AB

2. Sustainable Development : “in” now, or...?

La Coop fédérée is convinced that the future of agriculture must go the way of SD

✓ Paradigm Change

- From a Rural to an Urban Society
- New Concerns push themselves to the forefront :
 - The environment has become the #1 priority of Canadians.
 - Staying healthy requires that food quality and safety be guaranteed, and so is linked to the environment.
 - Climatic changes and pressures on the energy sector for it to become cleaner and greener. Climatic changes and pressures on the energy sector for it to become cleaner and greener.
 - The example of the **2 cows, given by organic farmers** on New Year's Eve 2006 following the speech of the President of the French Republic.

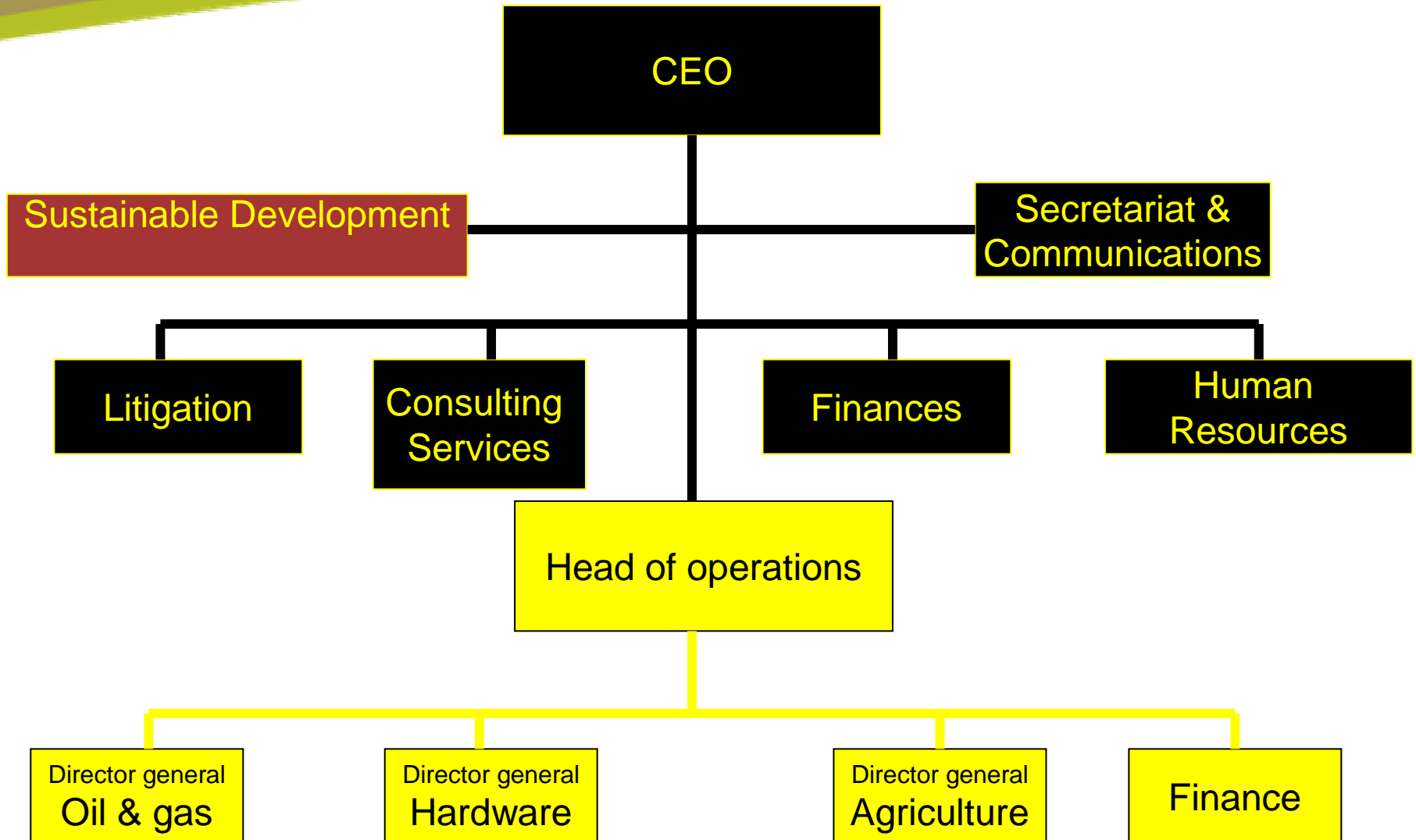
2. Sustainable Development : “in” now, or...?

New direction and new VISION

✓ Claude Lafleur: CEO and Visionary

- From Secretary General to Executive Director
- A Director recognized for his leadership
- Director General of the Union des producteurs agricoles du Québec (UPA; 1992-1998).
- Secretary General of La Coop fédérée (1999-2005).
- **A Visionary who has left his mark on organizations:**
 - *The Father of Perestroïka at UPA.*
 - *Revamping the image and place of La Coop fédérée on the Quebec and Canadian agricultural scene.*

3. The SD Sector



3. The SD Sector



**1st Director
Mario Hébert**

Louise Dupras

**Economy
Mario Hébert**

**Co-operative Affairs
Colette Lebel**

**Environment
Éric Morissette**

**Agro-environment
Josée Chicoine**

Khamla Heminthavong

**Isabelle Perreault
Luc Turbide**

**Claudine Giguère
Hicham Benchakri**

3. The SD Sector

Mission

Respectful of the values and principles of cooperation, the sustainable development sector aims to :

- Ensure that the activities of La Coop fédérée are compatible with the principles of SD.
- Collect, analyze and make known documents and studies on sustainable development in business.
- Circulate that information within the Coop fédérée and its network, by all appropriate means.

3. The SD Sector

- **Specific Responsibilities**

- The SD sector will be the « cutting edge » of a new business impetus to:
 - Suggest tools (information, identification of foreign networks) to facilitate thought and changes in approaches.
 - Promote the sharing of information between sectors and services on their respective experiences.
 - Identify the « best practices » existing in well-known Quebec businesses.
 - Make business executives more aware of their responsibilities.
 - Represent La Coop fédérée at all provincial, national and international forums on questions pertaining to sustainable development.

4. Assessment for Year 1

- Develop a multidisciplinary approach.
- Board Committee on cooperative education and sustainable development.
- Commission on the future of Agriculture and Agri-food in Quebec.
- Person in charge of the agro-energy file:
 - Coordination of the agreement on energy efficiency between Coop fédérée and Hydro-Québec.
 - Study on the development of biodiesel.
 - Study on the development of ethanol.
 - Study on the conversion to methane.
- We are now directly involved in the activities (of operations sectors) and our services are in greater demand.

Conclusion

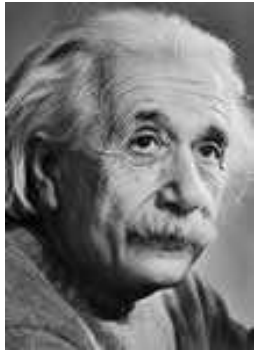
Conditions for success:

- ✓ Support from higher management is vital.
- ✓ Multidisciplinary team.
- ✓ Developing projects that improve the financial results of the business.
- ✓ The good financial health of the business.

Constraints:

- ✓ Changing the internal model: from a focus on costs to a focus on profits.
- ✓ Getting short term results.
- ✓ Conservative side of agriculture and agri-food.

Why not a bit of madness... with a touch of imagination!

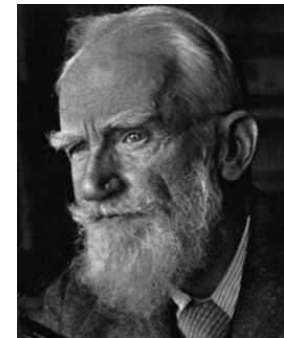


Albert Einstein
1879-1955

Madness is always behaving in the same manner and expecting a different result.

Imagination is more important than knowledge.

You see things that exist and you ask "why?". But I dream of things that do not yet exist and I ask "why not?".



George Bernard Shaw
1856-1950

Thank You

DÉVELOPPEMENT DURABLE - ÉCONOMIE

La Coop
FÉDÉRÉE

The logo for La Coop Fédérée features the text "La Coop" in a large, bold, sans-serif font, with "FÉDÉRÉE" in a smaller, all-caps font directly below it. Underneath the text are three horizontal, wavy lines that resemble stylized waves or a landscape horizon.