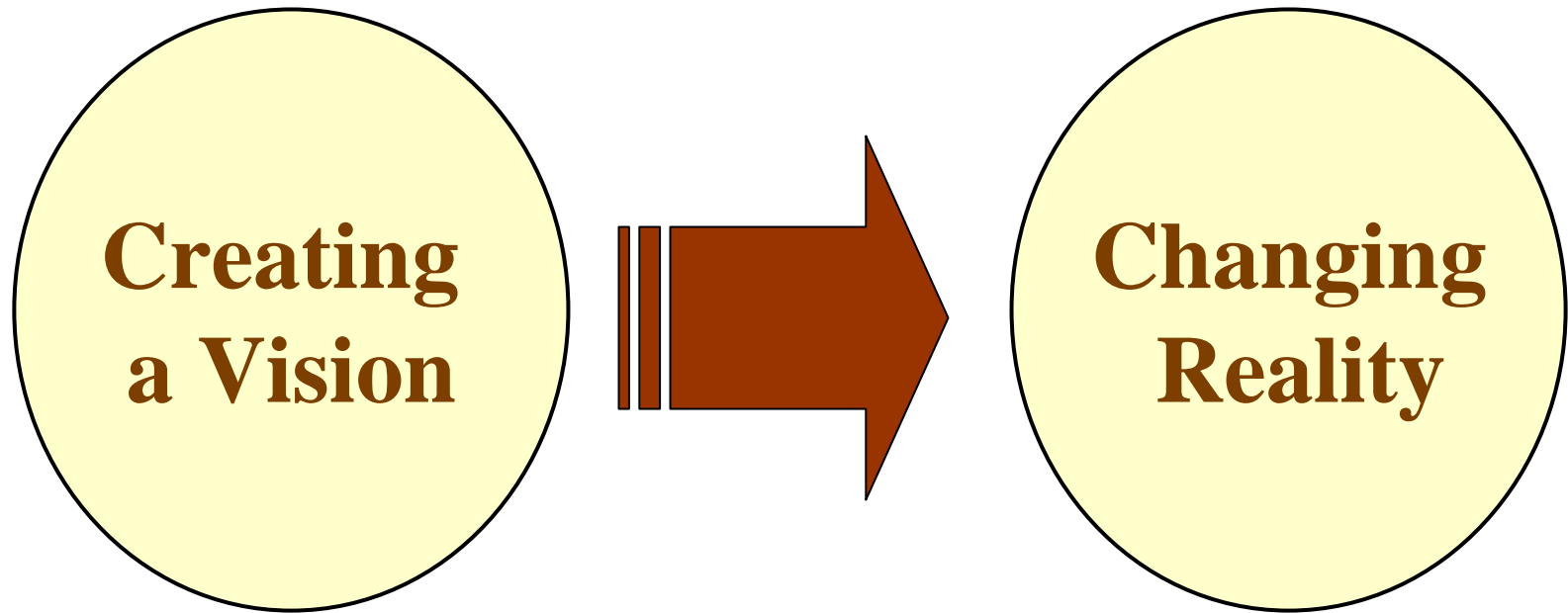
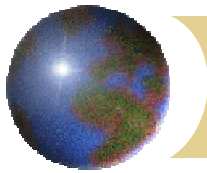


Global Co-operation: The Purchasing Opportunity



With Tom Webb, Global Co-operation Inc.

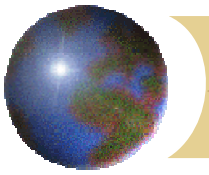


Global Co-operation: The Purchasing Opportunity

**Taking
Marketing
Our Co-operative
Advantage
Global**



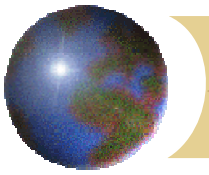
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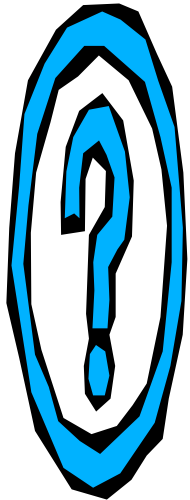
Global Co-operation: The Purchasing Opportunity

Building the vision: Key components

- ❖ **The Nature of Co-operation**
- ❖ **Member/Non-Member Needs**
- ❖ **Commercial Environment**

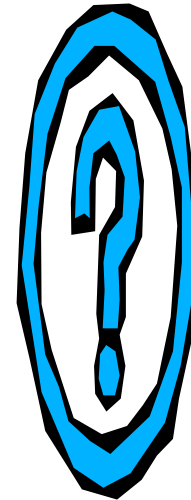


Global Co-operation: The Purchasing Challenge

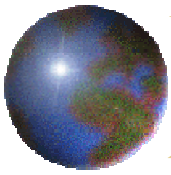


Global Purchasing:

*I know how corporations do
it but how would we do that
in a co-operative?*



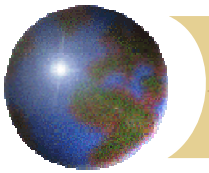
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Global Co-operation: The Purchasing Challenge

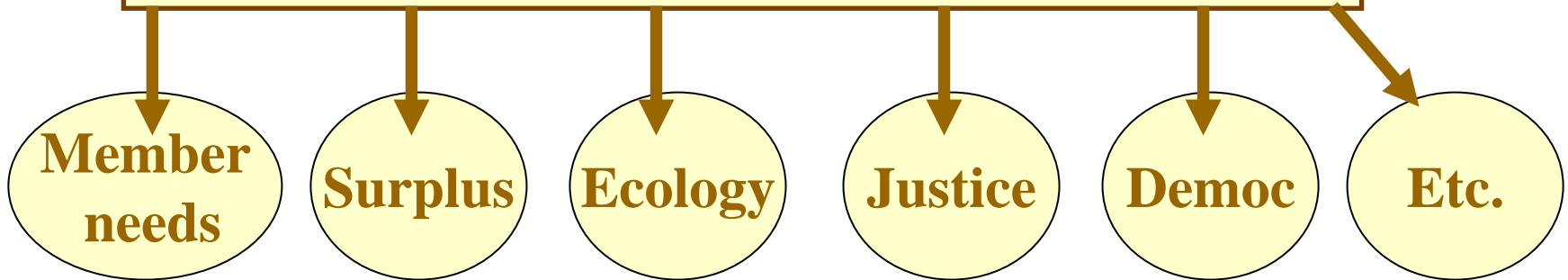


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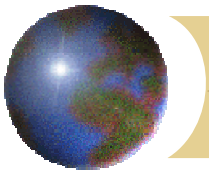


Global Co-operation: The Purchasing Challenge

*Other than family businesses,
only co-operatives are structured
to have multiple bottom lines.*



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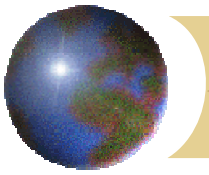


Global Co-operation: The Purchasing Challenge

The Nature of Co-operation

- ❖ If we are not different – Who needs us?
- ❖ Focused on Member Need
- ❖ Trust – Values - Principles

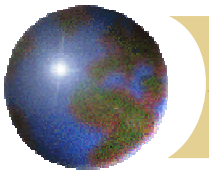
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Global Co-operation: The Purchasing Challenge

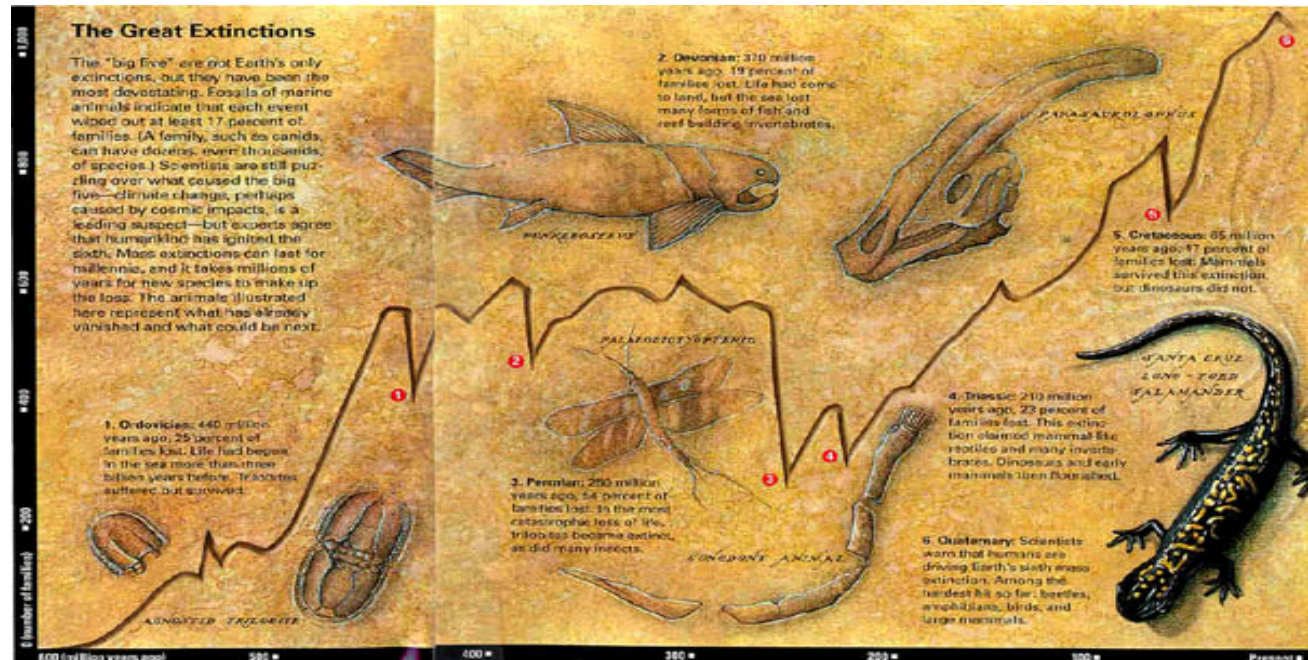
Commercial Environment

- ❖ Enormous suppliers
- ❖ Enormous competitors
- ❖ Globalization not driven by us
 - ❖ - Not Yet

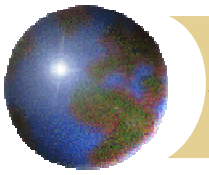


Global Co-operation: The Purchasing Challenge

Member/
Non-
Member
Need:
Light
Ecological
Footprints



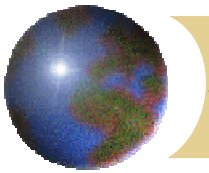
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Global Co-operation: The Purchasing Challenge

Member/Non-Member Needs

- ❖ **Businesses they can trust**
- ❖ **Reliable Product Information**
- ❖ **Want business to be responsible**



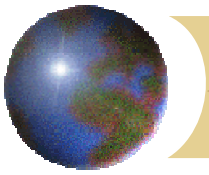
Global Co-operation: The Purchasing Challenge



Some 13% of the British adult population say they've boycotted a product and/or organization in the past 12 months. That represents some five million people who have 'voted with their feet', and those organizations, local authorities, companies, etc., won't even know it happened.

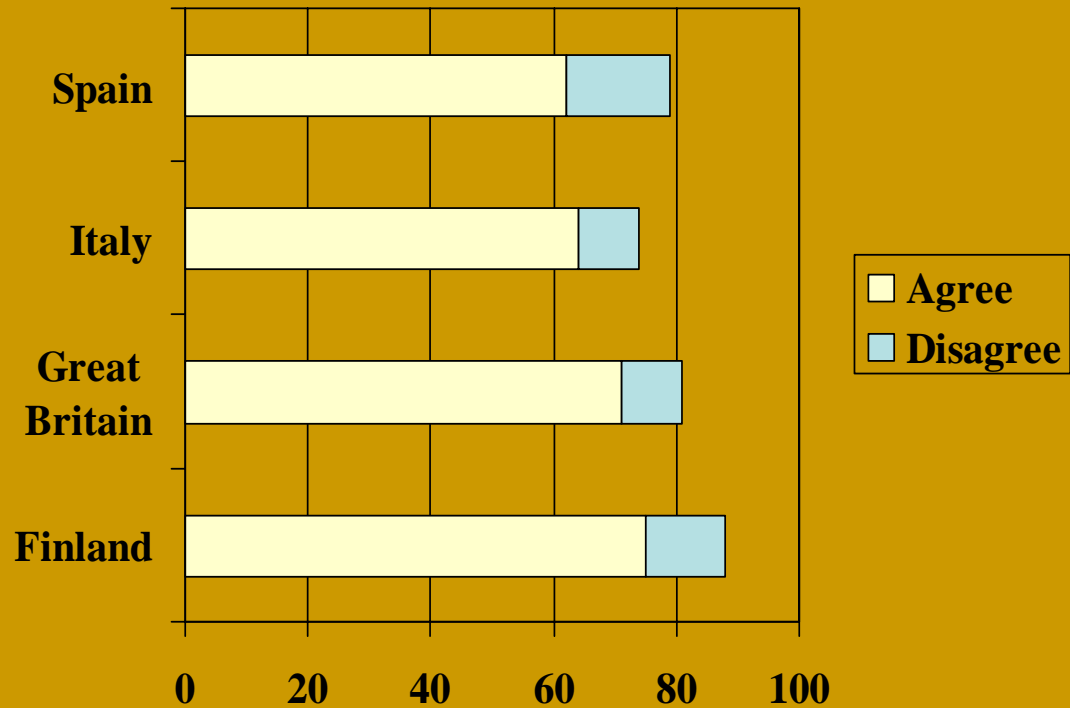
Robert M Worcester, MORI Social Research Institute

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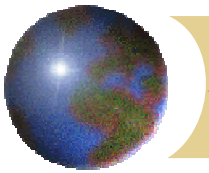


Global Co-operation: The Purchasing Challenge

**Industry
does not pay
enough
attention to
social
responsibility**
*.MORI Soc.
Res. Instit.*



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Global Co-operation: The Purchasing Challenge

Member/Non-Member Needs: Safe Food

Pesticides

Hormones

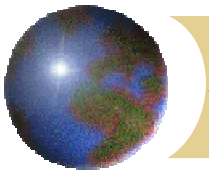
GMO's

Sludge and animal parts

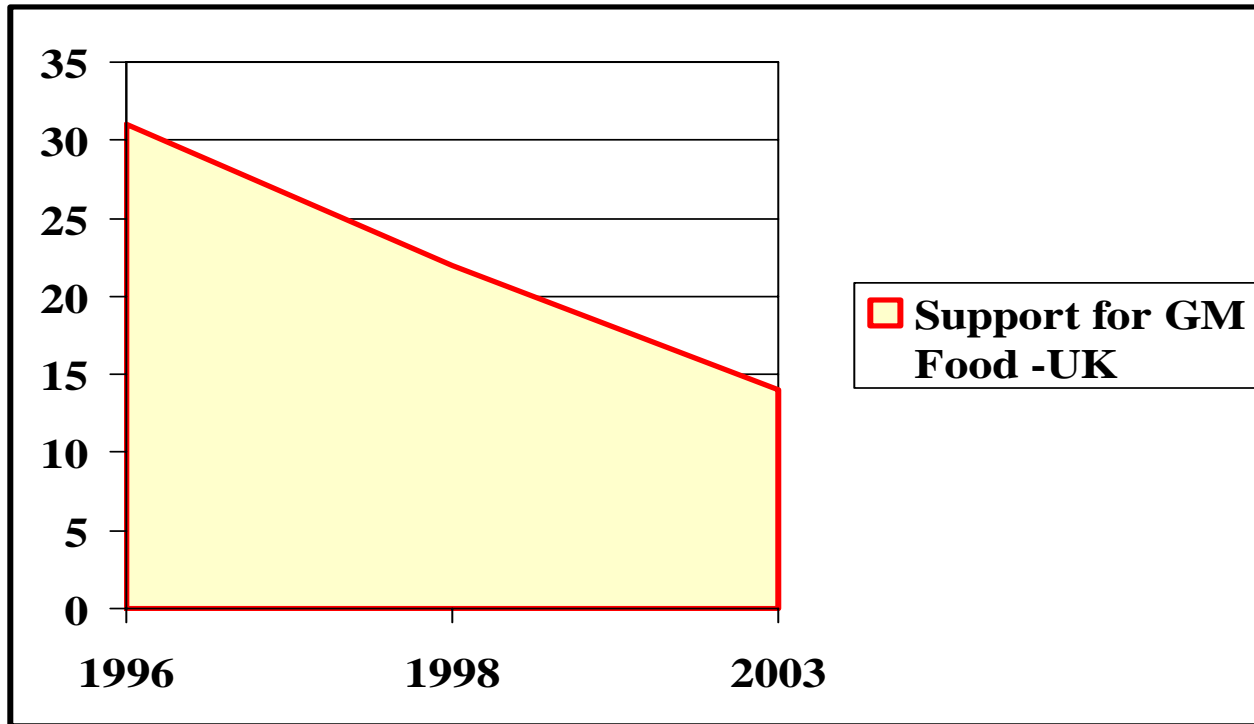
Additives

Cruelty to animals

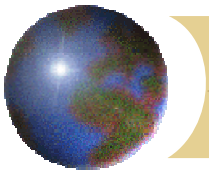
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Global Co-operation: The Purchasing Opportunity



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Global Co-operation: The Purchasing Challenge

**Member/Non-Member Needs: Social
Responsibility**

Child Labour

Exploitation of Women

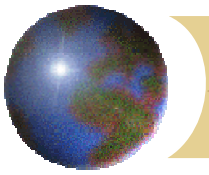
Sweat Shops

Unsafe Workplaces

Arms/Tobacco

Cruelty to animals

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Global Co-operation: The Purchasing Challenge

Consumer as Peasant: Buying a Stove

Who made it?

Ecology/society
impact?

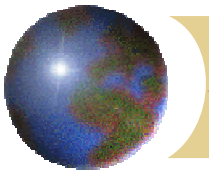
Where?



Who made
the parts?

Under what
conditions?

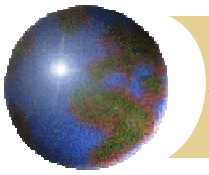
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***Global Co-operation:
The Purchasing Opportunity***

**The Global Co-operative
Trading Group**

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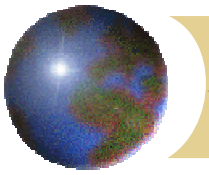


Global Co-operation: The Purchasing Opportunity

GCTG Objectives:

- **Incorporate Co-operative Values and Principles**
- **Deliberately Seek Trust**
- **Meet existing and emerging needs**
- **Purchase products at a lower cost**

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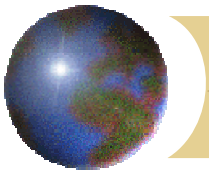


Global Co-operation: The Purchasing Opportunity

GCTG Objectives:

- ❖ **Provide Member/Non-Member Value**
- ❖ **Take the Global Initiative**

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Global Co-operation: The Purchasing Opportunity

GCTG Strategies:

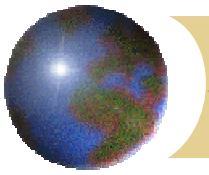
❖ Research → product information

❖ Create global co-operative brands

❖ Con Amouri

❖ ↑ Quality + ↓ Price = Value

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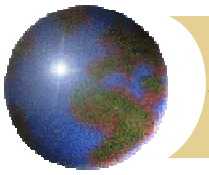


Global Co-operation: The Purchasing Opportunity

GCTG Strategies:

- ❖ **Provide Member/Non-Member Value**
- ❖ **Take the Global Initiative**
- ❖ **Involve Members**

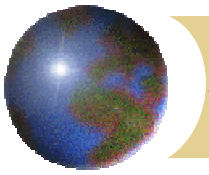
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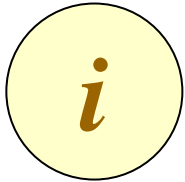
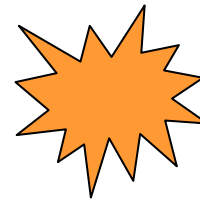
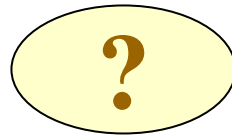
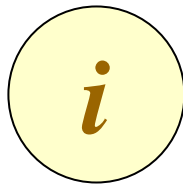
Global Co-operation: The Purchasing Opportunity

Take the time to articulate a vision worthy of our children and begin tomorrow doing what is possible one step at a time with the vision always in view.

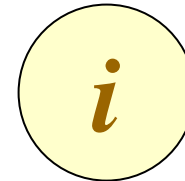
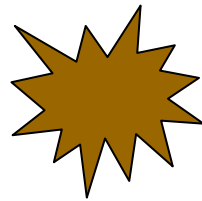
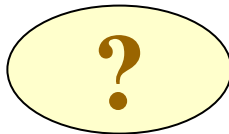
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Global Co-operation: The Purchasing Opportunity



Thoughts, Ideas and Questions



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