



Federated  
Co-operatives  
Limited

# Corporate Profile

## Our History

It started with a need. An idea. Buying clubs were organized in the 1910s and purchased commodities like coal, twine, fence posts and limited grocery items. Many of these early co-operatives failed. Those that succeeded recognized the need for not only education and awareness about co-operatives, but the need for individual associations to work together as part of one system. Provincial co-operative wholesales were created by retailers starting in the latter part of the 1920s. The provincial wholesales would eventually amalgamate, along with the fuel-producing Consumers' Co-operatives Refinery Limited, to form what is known today as Federated Co-operatives Limited.

## Our Members

As a co-operative, FCL is owned by its members. Our profits are their profits. FCL is owned by more than 190 independent retail co-operatives across Western Canada. These retailers own and operate agro centres, food stores, gas bars/convenience stores, home centres and more. Together, FCL and its members form what we call the Co-operative Retailing System (CRS).

## Our System

FCL and over 190 independent retail co-operatives form the Co-operative Retailing System. The system works together to help build, feed and fuel individuals and communities across Western Canada. From Vancouver Island to northwestern Ontario and into the Arctic, retail co-ops serve 1.8 million active members and many more customers at 2,500 locations.

## Our Mission

To provide responsible, innovative leadership and support to the Co-operative Retailing System, for the benefit of members, employees and Canadian communities.

## Our Operations

Based out of Saskatoon, Sask., FCL operates four food distribution centres, one general merchandise distribution centre, five region offices, 16 propane plants and six feed plants across Western Canada. FCL owns the Co-op Refinery Complex (a subsidiary) and The Grocery People (a business unit), altogether employing over 3,300 people.

## Our Core Business

### Wholesaling

FCL sources and distributes products across all primary consumer goods lines: food, home and building supplies, crop supplies, livestock feed and petroleum. The Grocery People (TGP) delivers fresh produce to Co-op communities. The CRS benefits from combined purchasing power, which allows local co-ops to remain competitive with larger, integrated companies in all business areas.

### Manufacturing

The Co-op Refinery Complex in Regina, Sask., has the capacity to process 130,000 barrels of crude oil per day, enough to fuel the needs of the CRS. FCL is also a member of Interprovincial Cooperative (IPCO), which produces crop-protection products. FCL operates six feed plants located in Alberta, Saskatchewan and Manitoba and two fertilizer terminals. FCL also contracts the manufacturing of a variety of Co-op private-label products: CO-OP® GOLD, CO-OP GOLD PURE®, CO-OP CENTSIBLES®, CO-OP® MARKET TOWN® AND CARE+®.

### Marketing

FCL provides comprehensive marketing support across all major business lines, including centralized and regional campaigns, point-of-sale promotions, centralized flyers and digital marketing services. FCL also provides market research analysis to identify consumer needs and perceptions and to determine the viability of new programs and services, as well as product and service development.

### Administration

FCL provides a range of services to enhance retail members' capacity and reduce members' cost of doing business. For example, FCL provides IT infrastructure support, accounting services, risk-management services, human-resources support, recruitment and ongoing employee training. FCL also assists with planning and developing capital construction projects, and it owns and maintains a trucking fleet for distribution of fuel, food and home and building supplies across the CRS.