

# The MAIN Link



**A NETWORK OF  
COOPÉRATIVES  
AND MUTUALS  
THAT COOPERATE,  
ENRICH AND  
SHARE**

## AGENDA

**Cooperation Week • October 12 to 18, 2008**

**Rendez-vous de la coopération québécoise  
et canadienne dans la Francophonie  
(www.rvcooperation.com) • October 15 to 17, 2008**

**International Development Week Launch Brunch  
• February 1, 2009**

## A NETWORK THAT COOPERATES, ENRICHES AND SHARES

### HIGHLIGHTS OF THE SOCODEVI 2007-2008 ACTIVITY REPORT

The commitment of SOCODEVI member institutions and the outreach of the cooperative and mutual approach are an effective combination for improving the living conditions of communities in developing countries. The essence of SOCODEVI has remained unchanged since its foundation in 1985. Extremely positive, the 2007-2008 activity report is marked by the strength of our network of members at work in our activities around the world. Here are the highlights of our most recent activity report presented during the SOCODEVI Annual General Meeting:

#### A record contribution!

In 2007-2008, the commitment of our members was quite simply remarkable with 1,200 days of volunteer work invested by our member institutions in our projects and activities. This is a new record for SOCODEVI!

#### Growing membership, more varied expertise

During the year, SOCODEVI welcomed three new members to its network: the CQCH (Confédération québécoise des coopératives d'habitation), the CQCM (Conseil québécois de la coopération et de la mutualité) and the Italian organization Conzorcio Etimos. The CQCM and Conzorcio Etimos are joining us as auxiliary members.



See page 2

Family of milk producers, members of the Evergrowth cooperative in Soc Trang province, Vietnam

SOCODEVI's member institutions



from page 1

### **Direct cooperation with the cooperative and mutualist movement in the South**

SOCODEVI's PPCM cooperative and mutualist partnership program provided organizational and technical support for the creation and startup of the Confédération des sociétés coopératives et mutualistes (CSCM) in Senegal. In Honduras, the PPCM consolidates the technical and organizational capacities of the country's various cooperative institutions including the Honduran confederation of cooperatives, the national council for women cooperative workers and the institute for cooperative training.

### **Consolidation of cooperative enterprises that create wealth**

In Vietnam, the Evergrowth dairy cooperative has become the biggest in the country thanks to support from the project to improve the living conditions of rural communities headed by SOCODEVI. Our project in Vietnam reaches 16 communes in Soc Trang province and now directly benefits 5,000 families (25 indirect beneficiaries) who have seen their income increase significantly. In Bolivia, the project to diversify economic activities which includes an initiative to produce, process and commercialize spices now reaches 1,200 families.

### **Sharing expertise: an effective formula for sustainable economic development**

This year in Paraguay, the dairy cooperatives we support have had excellent results. There has been a 25% increase in milk production among the 300 producers receiving technical



Chortitzer cooperative facilities in Paraguay

assistance, technicians have been trained to increase the impact of the project and an effective quality control system has been set up in the six facilities targeted by SOCODEVI.

Thanks to results obtained in Paraguay, CIDA once more demonstrated its confidence in the cutting-edge expertise of the SOCODEVI network with a 7 million dollar project aimed at improving competitiveness of the dairy sector in Ukraine.

The complete SOCODEVI Activity Report 2007-2008 may be downloaded at: [www.socodevi.org](http://www.socodevi.org)



Ms. Colette Lebel, from La Coop fédérée, and Mr. Yvon Bilodeau, from SOCODEVI, (right) during a meeting with partners from Nigeria (left).

## **DID YOU KNOW THAT...**

Since 1985, the network of SOCODEVI member institutions has donated the equivalent of **65 years** of volunteer work to our activities in Canada and to projects in some thirty developing countries..

# THE STRENGTHENING OF COOPERATIVE ENTREPRENEURSHIP: A DRIVING FORCE FOR THE LOCAL ECONOMY IN GUATEMALA

## **Support program for the Las Verapaces federation of cooperatives**

In Guatemala, in the world's biggest cardamom producing region, the program to develop entrepreneurship of the Las Verapaces federation of cooperatives headed by SOCODEVI has enabled 2,400 families to take charge of marketing their cardamom. In today's global economy controlled by large multinationals, this is a major challenge.

The economic, administrative and financial consolidation of FEDECOVERA and its network of member organizations is the main goal of PRODEF (Program to Develop Entrepreneurship), active in Guatemala since 2002. The main objective of this initiative of the Canadian International Development Agency is the improvement of socio-economic conditions for families involved in this cooperative network.

## **A cooperative recipe for meeting a colossal challenge**

In the current economic context, the positioning of small-scale producers in the international cardamom production chain may seem utopian. However, using modern business strategies and setting up a tracking system from producer to client, PRODEF sought to make FEDECOVERA a major player in the Guatemalan cardamom production chain.

Under PRODEF, the ingredients of the SOCODEVI-style recipe were based on the transfer of knowledge and know-how. This approach focused on improving the productivity and competitiveness of the family businesses while respecting the environment, real-time monitoring of markets and the integration of a modern marketing approach into the methods of FEDECOVERA and its member cooperatives.

## **Tangible action for sustainable creation of wealth**

The strengthening of cooperative organizations and family businesses proved to be a vital lead for PRODEF. The self-sufficiency



Cardamom

of the organizations supported was the leverage that was essential for the creation and distribution of local wealth.

To succeed, SOCODEVI counted on the right human resources, competent Canadian and Guatemalan leaders, and took a family business approach in the training programs. PRODEF also encouraged the participation of FEDECOVERA in the largest international food fairs and the development of niche markets by introducing certification systems.

The implementation of annual activity plans, the equitable and transparent redistribution of profits among the producers, the cooperatives and the federation after each harvest and, of course, the development of direct contact (no intermediaries) with foreign clients were also factors in the success of PRODEF. The support of the SOCODEVI network of member institutions for this was crucial.

Today, FEDECOVERA has developed an international clientele in niche markets and, most importantly, the families involved in the program have seen their income increase by 10% to 20% thanks to the added value obtained by controlling marketing. With PRODEF, the producers now have a modern and dynamic entrepreneurial approach and cooperative-type organizations that work for a better future for their families.

## SUPPORT FROM SOCODEVI MEMBER INSTITUTIONS



### SUPPORT FOR DAIRY PRODUCERS IN PARAGUAY

Gaétan Jodoin, a board member of Agropur, took part in a support mission for dairy producers in Paraguay. From August 9 to 19, he met with local producers to share with them the Québec experiment with farm management clubs, an associative system used by Québec dairy producers to provide themselves with shared services.



### CACAO PROJECT – REGIONAL AFRICA

Let us also mention the mission of SOCODEVI President Alain Leclerc in Liberia from June 18 to 27. He took part in a workshop on the rehabilitation of the country's agency for cooperative development and on the validation of the national legal framework. He also visited several agricultural cooperatives.



### SUPPORT FOR EQUIDAD, HONDURAN PARTNER IN THE INSURANCE SECTOR

In April, the Vice President for Marketing and Communications of Assurances générales de la Capitale, Pierre Dansereau, carried out a mission in Honduras to provide support for EQUIDAD, an enterprise belonging to the country's network of savings and credit cooperatives. The objective of this mission was to design a strategy and marketing plan for EQUIDAD and provide training tools and other elements (techniques, methodologies) to improve the business aspect of the enterprise. Richard Lacasse, our Director for the Americas and the Caribbean, accompanied Pierre Dansereau throughout the mission.

### CAPACITY BUILDING FOR INSURANCE COOPERATIVES IN PANAMA AND HONDURAS

The insurance cooperatives COOSEMUPAR (Panama), FEDPA (Panama) and EQUIDAD (Honduras) received the visit of Richard Fecteau, of La Capitale, as part of a support mission undertaken May 27 to June 6. With

EQUIDAD in Honduras he shared ideas for improving internal processes and work methodologies. In Panama, at FEDPA, the mission served to establish the parameters and themes for future technical support from SOCODEVI and MACIF, in order to define a collaboration agreement. In the case of our other Panamanian partner, COOSEMUPAR, the presentation of the results of a diagnostic of the functioning of this organization was the central point of the mission.



### SUPPORT FOR THE AGROCENTRAL NETWORK

Ghislain Cloutier, 1st Vice President of the Coop fédérée, undertook a support mission to Bolivia as part of the cooperative and mutualist program set up in this country by SOCODEVI. He met with representatives of the AGROCENTRAL network, our main Bolivian partner, in order to validate agreements concerning development of the meat production chain. This mission also made it possible to validate the orientations adopted for the egg production chain.



IN THE CENTRE, GHISLAIN CLOUTIER OF THE COOP FÉDÉRÉE WITH OUR COORDINATOR IN BOLIVIA, SÉBASTIEN VALDIVIESO. CONGRATULATIONS TO SÉBASTIEN AND HIS WIFE GINA ON THE ARRIVAL OF LITTLE NOÉLIE!

## STRENGTHENING OF UNEC – AGROCENTRAL

Pierre Cadoret and Yolaine Villeneuve, from the Coop fédérée, traveled to Bolivia as part of a support mission for UNEC, an enterprise belonging to the AGROCENTRAL network. Their stay made it possible to define the corporate image of this enterprise. They returned with photos for a report on our activities in the field.

## SUPPORT MISSION FOR THE CSCM IN SENEGAL

Gilles Cardinal, of the Coop fédérée, traveled to Senegal to support our national coordinator there for the 2nd seminar aimed at drawing up the strategic development plan of the CSCM. Among other activities, he helped prepare presentation tools for the seminar and co-hosted the event with our coordinator.

## SUPPORT FOR THE INTEGRATION OF WOMEN WITHIN THE HONDURAN COOPERATIVE MOVEMENT

Sophie Bédard, board member of the Coop fédérée, traveled to Honduras to carry out a support mission for strategies to integrate women within the Honduran cooperative movement. She emphasized to our partners in this country the importance for their organizations of applying the GED policy which makes possible better opportunities for women and greater gender equity. During the mission she discussed the experience of the Coop fédérée promoting the integration of women and shared the results to date.



Confédération québécoise  
des coopératives d'habitation

## SUPPORT FOR HOUSING COOPERATIVES IN SENEGAL

April 25 to May 10, André Noël, from the Confédération québécoise des coopératives d'habitation, took part in a mission to Senegal. The main objective was to establish an in-depth portrait of housing cooperatives in the country. This evaluation would

then make it possible to identify the elements where CQCH expertise can be used to strengthen Senegalese cooperatives.

## EXPLORING AVENUES OF COLLABORATION WITH THE HOUSING COOPERATIVE SECTOR IN MALI

From June 20 to July 5, the assistant director general of the Fédération des coopératives d'habitation de Québec, Chaudière-Appalaches, Manon St-Cyr, was in Mali to carry out an analysis of the country's housing cooperative sector. The main mandate of the mission was to provide an in-depth portrait of the housing cooperative sector in Mali and formulate recommendations for future avenues of collaboration.



## TECHNICAL SUPPORT FOR THE POULTRY PRODUCTION CHAIN AND THE AFRICAN OIL PALM COOPERATIVES IN HONDURAS

In order to support three member cooperatives of the Honduran Federation of Agricultural Reform Cooperatives (FECO HAR) involved in aviculture and the harvesting of African Oil Palm fruit, Richard

Therrien, from the Profid'Or cooperative, an auxiliary member of SOCODEVI, undertook a technical support mission to Honduras. One of the objectives of this mission, which took place from April 28 to May 9, was to propose technical and technological improvements to Honduran poultry breeders in order to improve quality, productivity and biosecurity. As for the African Oil Palm cooperatives, the mission made it possible to present support tools for commercialization of the production.



## SUPPORT FOR SEGUROS FUTURO IN EL SALVADOR

From June 29 to July 3, Laurent De Ladurantaye, Vice President of Promutuel, took part in a mission in El Salvador in the company of SOCODEVI Director General Réjean Lantagne. A meeting with the board of directors of Seguros Futuro, our partner in this country, was organized to discuss the support provided by Promutuel to this Salvadoran insurance cooperative. Financing by Promutuel of a SOCODEVI Foundation was also on the agenda.



The Vice President of Promutuel, Laurent De Ladurantaye, at the head office of Seguros Futuro in El Salvador.



Fédération québécoise  
des coopératives forestières

### THE TREE OF INTERCOOPERATION PROGRAM IN GUATEMALA

Jocelyn Lessard, Director General of the FQCF (Fédération québécoise des coopératives forestières), took part in a mission to Guatemala that was intended to finalize the Guatemalan component of the Tree of Intercooperation program. The goal of this program is to encourage reforestation activities that will be financed by SOCODEVI member institutions wishing to compensate for carbon emissions resulting from their activities. Our Director General, Réjean Lantagne, accompanied Jocelyn Lessard during his travels in the Las Verapaces region.

### SUPPORT FOR IMPROVING FEDECOVERA HARVESTING ACTIVITIES

Capacity building for forestry planning and management for our Guatemalan partner FEDECOVERA continued with a technical assistance mission carried out by Benoit Séguin from the FQCF. A member of the Petite Nation cooperative, he carried out an analysis of forest harvesting activities in the zone where FEDECOVERA operates. This initiative will make it possible to determine the costs linked to these activities and propose actions that will lead to efficient and profitable harvesting activities.



Fédération  
des coopératives de  
développement régional du Québec

### SUPPORT FOR BOLIVIAN COOPERATIVE MOVEMENT

Martin Gagnon, from the Fédération des coopératives de développement régional, traveled to Bolivia to carry out a support mission for the country's DGC (Directorate General of Cooperatives). Among the objectives of this mission were organizational strengthening of the DGC and the main stakeholders in the Bolivian cooperative movement.



COOPÉRATIVE DE PRODUCTEURS  
DE SIROP D'ÉRABLE  
MAPLE SYRUP  
PRODUCERS' COOPERATIVE

### STRUCTURING A NETWORK OF COOPERATIVES AND ASSOCIATIONS OF WOMEN SHEA BUTTER PRODUCERS IN MALI

Cécile Brassard-Pichette and Luc Lussier, respectively Vice President and Director General of Citadelle, carried out a support mission for the shea butter production chain in Mali under the cooperative and mutualist partnership program headed by SOCODEVI in that country. From June 14 to 23, they shared their expertise and that of Citadelle by participating in the validation of the development plan and the structuring of SIDO, a new network of cooperatives and associations involved in shea butter production.



LEFT TO RIGHT: Luc Tessier, Director General of Citadelle; Bakary Traoré, SOCODEVI coordinator in Mali; Maxime Prud'Homme, SOCODEVI program manager and Cécile B. Pichette, Vice President of Citadelle.

## NEWS FROM THE SOCODEVI FOUNDATION

### A PERFECT ROUND FOR THE FOUNDATION GOLF TOURNAMENT

Thanks to the exceptional contribution of the Coop fédérée and other event sponsors, the SOCODEVI Foundation golf tournament was a great success again this year. The net proceeds from the tournament came to \$40,000 which will be used to support cooperatives and mutuals in developing countries.

Part of the amount collected on August 26 in Drummondville will be used to support hundreds of small-scale cacao producers in Liberia. These members of cooperatives involved in this major production chain will receive \$7,000 to be used exclusively for the purchase and modernization of their equipment and technical training. Thank you to all our golfers and to our sponsors!



Denis Richard, President of the Coop fédérée, during the introductory remarks for the 2<sup>nd</sup> SOCODEVI Foundation golf tournament.

Next year's tournament will be held on August 25 at the Club de golf de Drummondville. Jacques Desbiens, President Director General of Union-Vie Groupe financier will be the honorary chairman.



### LA CAPITALE FINANCIAL GROUP WILL DONATE \$50,000 OVER TWO YEARS TO THE SOCODEVI FOUNDATION

La Capitale Financial Group has made a commitment to make a total donation of \$50,000 over the next two years to support the SOCODEVI Foundation. This important support will enable the Foundation to ensure operational continuity for its activities as it begins its third year of existence.

Since its creation, the SOCODEVI Foundation has received over \$100,000 in donations. The goal of \$65,000 for 2007-2008 was surpassed with donations totaling \$85,000. The goal for this year is \$150,000.

### THE ZONE COOPERATIVE DONATES \$24,000 TO THE FOUNDATION

Zone, the Université Laval cooperative, donated \$24,000 to the SOCODEVI Foundation to support the strengthening of cooperatives in developing countries. "We feel that the mission of SOCODEVI and its Foundation is in line with our belief in sustainable development, our wish is to contribute to the development of cooperation projects and encourage fair trade," said Yves Kogovsek, Director General of the Zone cooperative, in a communique announcing the gift to the SOCODEVI Foundation.

## NEWS IN BRIEF

### Awareness tour

Between June 6 and 12, almost 300 people participated in the lunch conferences organized by SOCODEVI as part of its awareness tour. Employees and executives from Promutuel and the SSQ in Quebec City and from the Coop fédérée and Agropur in Montréal had the opportunity to hear our guests from Vietnam and watch the video documentary HOP TAC: coopérer pour enrichir.

### Information booth at Espace Canada in Quebec City

July 14 to 20, SOCODEVI participated as a guest of CIDA in Espace Canada, an immense tent set up on the Plains of Abraham to celebrate the centennial of this immense urban park in Quebec City. SOCODEVI had the opportunity to meet with residents and presented its projects and activities.

## WINNERS OF THE 5<sup>th</sup> MAKE DEVELOPMENT LAST CONTEST



*Congratulations to the winners and thank you to everyone who participated!*

The draw for the Make Development Last contest took place Friday, June 13 during the 23rd Annual General Meeting of SOCODEVI and the three winners are:

- M<sup>me</sup> Annie Normandin, FÉDÉRATION DES COOPÉRATIVES FUNÉRAIRES DU QUÉBEC (FCFQ)
- M. François Godin, SSQ
- M<sup>me</sup> Marie-Claude Tessier, AGROPUR

Our three winners will have the opportunity to participate in an awareness tour in Honduras from November 2 to 11. Over 400 members from our network entered the contest, a record for SOCODEVI!

## BOARD OF DIRECTORS

**Alain Leclerc, President**  
General Manager – Fédération des coopératives funéraires du Québec

**Jean-Yves Dupéré, Vice President**  
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**Jocelyn Lessard, Secretary**  
General Director, Fédération québécoise des coopératives forestières

**Ghislain Cloutier, Treasurer**  
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**Gaétan Jodoin, Director**  
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### The SOCODEVI Foundation

Contribute to the efforts of the SOCODEVI Foundation and take the road to the North-South solidarity!

#### I support the SOCODEVI Foundation!

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My contribution:  20\$  30\$  50\$  100\$  500\$  1000\$  Other: \_\_\_\_\_

Send me a receipt for tax needs:  Yes  No

Please return this ticket with your check filled to: Fondation SOCODEVI pour le développement international to the following address:

**FONDATION SOCODEVI**  
850, avenue Ernest-Gagnon, bureau 160  
Québec (Québec) G1S 4S2 Canada

To obtain more information about SOCODEVI Foundation, please e-mail us at: [info@socodevi.org](mailto:info@socodevi.org)

#### THE MAIN LINK

Société de coopération pour le développement international

VOLUME XXIII • Number 3 – 2008

THE MAIN LINK is published three times a year by the Société de coopération pour le développement international.

This bulletin is published thanks to financial assistance from the Canadian International Development Agency.

Legal deposit at the Bibliothèque nationale du Québec.

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#### Editor

Pedro Rodríguez

#### Design and layout

Pouliot Guay, graphistes

#### Printer

Graphica Impression

#### Print run

125 copies



Papier recyclé