

The MAIN Link



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

**PARTNER SUSTAINABILITY AND
SELF-SUFFICIENCY WILL BE THE FOCUS**

25th ANNIVERSARY IN THE SPOTLIGHT

The countdown has started to the 25th anniversary of SOCODEVI, the *Société de coopération pour le développement international* (SOCODEVI). In 2010, SOCODEVI will proudly celebrate its distinctive approach to development and the impact its projects have had around the world.

With the support of its network of member cooperatives and mutuals, SOCODEVI is preparing tools and a special program to highlight the sustainability of efforts carried out and the self-sufficiency of the partners that received assistance in the past. The goal is to show how, through the efforts of

its member institutions, SOCODEVI has made a real difference in the lives of millions of people in Africa, the Americas and Asia.

More details on the SOCODEVI 25th anniversary will be available at www.socodevi.org

A glimpse of the program for the upcoming celebrations

Launch

• February 7, 2010 – château Bonne Entente – Québec
celebrations will be launched for the 25th anniversary
with a multimedia presentation entitled, *Le coup d'œil*.

The grand rendez-vous

• June 4, 2010 – Québec City convention centre
This SOCODEVI anniversary celebration will include five
thematic workshops, the unveiling of a compilation of
successful endeavours and participation by several high-
profile guests.

Conference

• October 2010 – High-level conference on a major issue
facing the developing world. Speaker to be announced.

Program for the year

• Throughout the whole year
information activities will be organized
throughout the SOCODEVI member network.

2008-2009 ANNUAL REPORT HIGHLIGHTS

■ This year, the SOCODEVI network of cooperatives and mutuals contributed the equivalent of 7 person-years or 1,543 days of volunteer work to various projects and activities!

■ In 2009, the SOCODEVI network was composed of 21 cooperatives and mutuals with a total membership of 2.6 million in Canada.

■ After two years of activity, the total outreach for the PPCM cooperative and mutualist partnership program operated by SOCODEVI in a dozen countries around the world is now 3.5 million people, of whom 47% are women.

■ In 2008-2009, the total value of the contracts awarded to SOCODEVI by a variety of financial partners rose to 23 million Canadian dollars.

■ The SOCODEVI Foundation, now in its third year of operations, has exceeded the target for its fund-raising campaign by collecting over \$150,000 in donations and special contributions. The Foundation is currently providing assistance to a dozen development projects in which over \$120,000 has been directly invested.

SOCODEVI's member institutions



SPECIAL OPINION COLUMN

25 YEARS OF A NETWORK THAT COOPERATES, ENRICHES AND SHARES SOLIDARITY AND COOPERATION BRANCHING OUT

Because we are devoted to promoting and working in the cooperative and mutual sector in Quebec, we enjoy sharing our knowledge of the advantages of the cooperative model with our families, neighbours and acquaintances. The mutual assistance, the process of give and take, as well as the solidarity and equity that form the basis of the cooperative movement provide ways to transform our society significantly and can help us build a better world.

How could we not extend such a dynamic vision to every corner of our world, especially to the poorest parts of the planet? For the cooperative movement in Quebec, SOCODEVI has been performing that role for 25 years.

Indeed, hundreds of cooperative workers have been receiving support from SOCODEVI personnel for 25 years. They discuss best practices, share ways of working, develop networks and strengthen ties with partner cooperatives and mutuals located in countries in development.

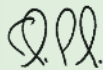
We can be proud of the accomplishments we have achieved.

Drawing inspiration from deep roots in the cooperative sector, SOCODEVI will use its 25th anniversary to grow into new branches of activity.

Our organization has shown that it is capable of taking on more projects in more countries with increased funding. The federations, cooperatives and mutuals in Quebec have grown considerably over the last quarter of a century and are now better equipped to deliver greater amounts of assistance to our partners in the South.

I firmly believe that SOCODEVI will, in the years to come, consolidate its role spearheading spearhead of Quebec's cooperative movement around the world. I am convinced that SOCODEVI will earn international recognition for having the soundest footing and for being the most effective and efficient in developing and assisting cooperatives and mutuals throughout the developing world.

Happy 25th Anniversary to one and all!



Alain Leclerc
SOCODEVI President

THE COOP FÉDÉRÉE AND SOCODEVI IN CHINA!



Pork production around Qujing in Yunnan Province, China.
Setting up a new generation of agricultural cooperatives

As its 25th anniversary nears, SOCODEVI is expanding its borders. Under a project to set up agricultural cooperatives, thousands of farming families in Qujing City, Yunnan, China will benefit from the organizational and technical expertise of the Coop fédérée and SOCODEVI.

The main purpose of the new contract is to improve the living conditions of families by increasing the income from agriculture and livestock. To take up the challenge, the municipal government of Qujing, the Coop fédérée and SOCODEVI are relying on an approach that is focused on cooperatives.

Cultivating cooperatives and helping them thrive

The city of Qujing in China, with assistance from the government of Yunnan Province, decided to set up a major world-calibre agri-food technology park. To ensure that farmers would benefit from the transfer of expertise and thus improve their living conditions, the municipal government is focusing on the creation of a new generation of cooperatives.

SOCODEVI and the Coop fédérée were approached by Chinese authorities for that purpose. Agreement was reached on an initial strategy of establishing model agricultural producer cooperatives for a specific number of targeted value chains (beef and pork production and potato growing).

AT A GLANCE

PROJECT TO CREATE A NEW GENERATION OF AGRICULTURAL COOPERATIVES

COUNTRY: China

RÉGION: Qujing City
(5.8 million inhabitants)

BENEFICIARIES: Over 11,600 families

AREAS OF INTERVENTION:
Agriculture and livestock

BUDGET: CAN \$5,225,000

FINANCIAL PARTNER:
Qujing City

SHORT-TERM ASSISTANCE:
625 days - Coop fédérée

PROJECT PARTNERS:

- Qujing City
- Yunnan International Agri-Food Technopark
- Coop fédérée
- Ferme Bonnetterre Inc.
- Maxi-Plant Inc.

To ensure that this cooperative formula becomes firmly rooted in China, two additional strategies will also be employed, namely improving the level of professionalism among the member producers and developing expertise inside China to deal with cooperative enterprises.

To achieve success, the new project will draw on the wide-ranging experience of the Coop fédérée, the largest agricultural cooperative organization in Canada.

For more details on this project and its current status, go to www.socodevi.org

SUPPORT FROM SOCODEVI MEMBER INSTITUTIONS



FROM LEFT TO RIGHT, Rodolfo Orozco and Domingo Cuc, Executive Director and President of CONFECOOP respectively; President Alvaro Colom Caballeros of Guatemala; Alain Leclerc and Réjean Lantagne, President and Director General of SOCODEVI respectively; and Denis Carrière, from the Embassy of Canada in Guatemala.



GUATEMALA • Representation and project follow-up

Alain Leclerc, President of SOCODEVI and General Manager of the Federation of Funeral Cooperatives of Québec, arrived in Guatemala accompanied by Réjean Lantagne, Director General of SOCODEVI, to meet with authorities in that country whose current president is Alvaro Colom Caballeros.

During their trip to Guatemala, Alain Leclerc and Réjean Lantagne also met with SOCODEVI collaborators and with representatives of several partner organizations including the CONFECOOP (Confederation of federations of cooperative)



MALI • Training and consulting expertise for MUSARS

François Lemieux of the SSQ was in Mali from June 26 to July 11 to monitor activities with MUSARS (a health mutual in the region of Sikasso) and to provide technical assistance. He reviewed the procedures manual, the collection process along with the internal operations of the organization and was able to propose changes designed to improve performance.



Fédération québécoise des coopératives en milieu scolaire

Testing a cooperative model in school environments in Mali

From June 20 to 28, Ryma Boussoufa and André Gagnon, of the Fédération québécoise des coopératives en milieu scolaire

(COOPSCO) took part in a support mission aimed primarily at planning a project to start up a cooperative in a school environment in Mali. The mission will also conduct needs analysis for student products and services for those attending schools in Mali.



UKRAINE • Improving quality controls for milk

Our support project for Ukrainian dairy producers added a new technical support mission aimed at improving quality controls for milk. Sylvie Bilodeau was in Ukraine from June 6 to 19 to examine measures and solutions to improve this aspect of dairy production.



Fédération québécoise des coopératives forestières

GUATEMALA • Strengthening forestry operation planning and management

Étienne Perreault and Jérôme Simard from the Girardville forestry cooperative took part in a mission from August 16 to 21 to Guatemala. The technical and organizational support mission was aimed at strengthening the relationship between the Québec partners and FEDECOVERA, our partner in Guatemala, in order to improve the harvesting, processing and marketing of forestry products.



CAMEROON • Support for cacao producer organizations

Dany Coté, general manager of CoopPlus (a member organization of the Coop fédérée), took part in a support mission aimed at identifying intervention strategies to assist farmer organizations receiving support from SOCODEVI in Cameroon. The core strategies proposed include improving the management skills of the farmer organization administrators and directors, strengthening ties and communication between farmer organizations and their members and strengthening trade ties between the organizations and exporters.

Josée Daigneault of the Coop fédérée also contributed to improving the management procedures used by cacao farmers in

Cameroon during a support mission from August 5 to 16. Her mission was part of our regional support program delivering assistance to organizations working in the cacao agricultural chain.

BOLIVIA • Technical assistance for AGROCENTRAL egg producers

A technical support mission was carried out from June 19 to July 5 by Ghislain Cloutier, the senior vice president with the Coop fédérée, to improve production of eggs for consumption. Ghislain Cloutier also met with AGROCENTRAL members working in pork and poultry production.



The new AGROCENTRAL egg production facility set up with assistance from SOCODEVI and the Coop fédérée

SENEGAL • Support for UNFCS women's union

As part of the support provided to UNFCS, the *Union nationale des femmes coopératrices du Sénégal* women's union, Murielle Goupil conducted a mission to the West African country of Senegal. From August 28 to September 11 she contributed to strengthening of the income-generating activity program (textile dyeing and making of clothes, soap making, processing of cereal grains, and the conditioning of fruits and vegetables) by UNFCS regional cooperatives.

NEWS IN BRIEF



Carlos Pacay, Chairman of the Board of Directors of the Chirrepec Cooperative on the left with Alain Leclerc, SOCODEVI President, initiating program in Guatemala.



LEFT TO RIGHT, Pierre Tremblay (SOCODEVI) and Marlène Larouche; Yves Demers (SSQ); André Lamothe (SOCODEVI Foundation) and Suzie Delisle; Pierre Genest (SSQ) and Mireille Bois.



L'arbre
de l'intercoopération
Reboiser et contrer les changements climatiques

ORGANIZATION	IN QUÉBEC	IN GUATEMALA
Federation of Funeral Cooperatives of Québec (FCFQ)	2 725 trees	2 725 trees
Zone Coopérative de l'Université Laval	-	510 trees
SSQ	76 trees	45 trees
Citadelle	110 trees	-
IRECUS	-	75 trees
Promutuel	50 trees	-
Total	2 961 trees	3 355 trees

What is the Tree of Intercooperation Program? Visit www.socodevi.org/fr/projets/arbre.php for the latest progress reports on the program

SOCODEVI Annual General Meeting: Cooperation in the heart of the Bolivian Andes

At the 24th annual meeting, the strong involvement of the SOCODEVI network in activities in Bolivia was highlighted. Thanks to the sharing of expertise and knowledge and to the determination of our partners on site, the incomes of thousands of working men and women in that country have been significantly improved. At the meeting, the regular report for the year was presented and the 2008-2009 annual report was distributed.

In the week after the meeting, it should be noted that nearly 350 people attended several of the information campaign sessions focused on SOCODEVI activities in Bolivia. Luncheon presentations were held at La Capitale, Promutuel, the Coop fédérée, Agropur and at the SSQ.

SSQ Quebec City Marathon: fundraiser success!

Dozens of SOCODEVI members, employees and directors responded to an appeal from the SOCODEVI Foundation to take part in the 2009 SSQ Quebec City Marathon. Preliminary results from the fundraising campaign indicate that the target set for the Foundation has been met!

The SSQ Quebec City Marathon decided again this year to become involved in fundraising for the Foundation with the donations and sponsorships collected being used to purchase an ambulance for the Sikasso region health mutual in Mali.



SOCODEVI Foundation collects over \$40,000 at 3rd golf tournament

The third annual benefit golf tournament organized by the SOCODEVI Foundation was a resounding success. Held at the delightful Drummondville Golf Club, it drew dozens of representatives and directors from the SOCODEVI network and other associated organizations.

Despite economic times that are difficult for most of the enterprises involved, the target of \$40,000 for the Foundation was exceeded thanks to the generosity of those who took part and a significant contribution from Union-Vie Groupe financier and its President, Jacques Desbiens.

BOARD OF DIRECTORS

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

Ghislain Cloutier, Vice President
First Vice President, La Coop fédérée

Jocelyn Lessard, Secretary
General Manager, Fédération québécoise des coopératives forestières

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Ryma Boussoufa, Director
Representative – Fédération québécoise des coopératives en milieu scolaire

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General Manager – Confédération québécoise des coopératives d'habitation

René Rouleau, Director
President – La Capitale, mutuelle de l'administration publique

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