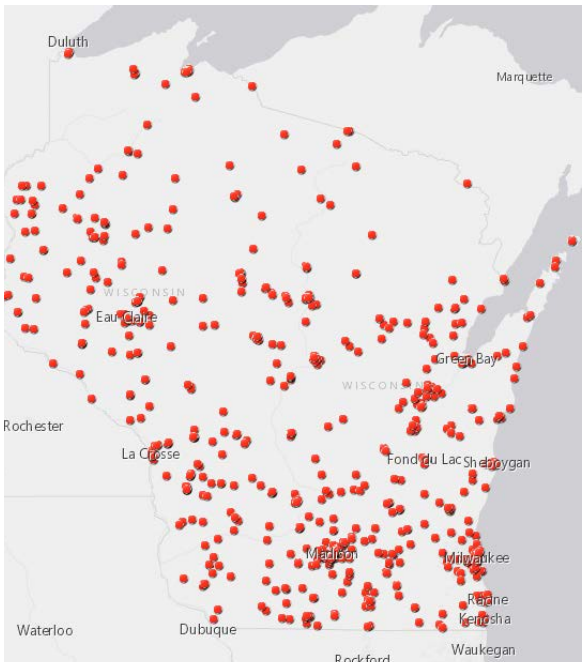




The University of Wisconsin Center for Cooperatives (UWCC) is a trusted and unbiased voice on the cooperative business model serving the needs of cooperatives in Wisconsin and beyond. With a strong public service orientation and access to world-class university resources, we leverage research, education, and outreach capabilities to foster critical thinking and understanding about cooperatives. As the only U.S. university-based center that studies and supports all forms of cooperative business, UWCC provides valued education and research to a diverse range of business communities.

Cooperative Research

UWCC researches the cooperative model and its impact on the economy and communities.



NATIONAL COOPERATIVE RESOURCE ECOSYSTEM

UWCC developed the National Cooperative Resource Ecosystem map, which highlights factors that contribute to new cooperative development such as cooperative development assistance, legal context, and co-op-friendly capital. Funded through the U.S. Department of Agriculture, the Collective Action in Rural Communities project aims to provide tools that support co-op development in rural communities.

WISCONSIN CO-OP DIRECTORY

In 2019, UWCC released an updated Wisconsin Cooperative Directory that includes interactive maps of the state's cooperatives. The enhanced tool offers users the ability to explore cooperatives by county, sector, and type. Wisconsin boasts a diverse cooperative economy with 740 cooperatives in a range of industries including but not limited to health care, agriculture, insurance, finance, education, grocery, and energy.

LATINX COOPERATIVE RESEARCH

Through funding from the Cooperative Development Foundation, UWCC is researching Latinx co-ops in the United States. UWCC compiled the first national listing of Latinx cooperatives. This research initiative aims to recognize and better understand the collective roles of Latinx cooperatives in the broader co-op community.

RURAL BUSINESS RESEARCH

USDA's National Institute for Food and Agriculture funded UWCC's research initiative, "New Geographies for Understanding Rural Business and Employment Dynamics", which will investigate rural economies' dependence on agriculture-related activities and explore how agricultural production and economic shocks affect local economies.

PRESENTATIONS AT THE INTERNATIONAL COOPERATIVE ALLIANCE CONFERENCE

UWCC faculty and graduate students presented at the International Cooperative Alliance's European Research Conference in Berlin, Germany in August 2019. With the conference theme of "Cooperatives and the Transformation of Business and Society", the delegation presented research on the U.S. farm credit system, farmer cooperation and market access, and national statistics for measuring cooperative enterprise.

Cooperative Education

UWCC provides education and professional development programs for current and future cooperative leaders.

COOPERATIVE POLICY ROUNDTABLE



UWCC and Cooperative Network co-hosted one of nine regional policy roundtables presented by the National Cooperative Business Association and the Cooperative Development Foundation. Nearly 70 cooperators and policymakers gathered to identify policies that enable the use of cooperatives to build thriving businesses and communities.

COOPERATIVE DIRECTORS EDUCATION



In 2019, UWCC partnered with Cooperative Network to deliver two trainings for cooperative directors.

The Co-op Directors 101 session covered the roles and responsibilities of directors, co-op finance basics, and tools for developing an effective board. The Co-op Directors Forum focused on strategies for raising capital, strategic planning, and using member input to inform board strategy.

SMALL AND STRONG INITIATIVE



UWCC participated in the Small and Strong Initiative, which provides support and training to small grocery cooperatives in the Upper Midwest. The 2019 program included store peer audits, and a one-day conference that attracted 44 attendees from 22 cooperatives.

CONSUMER COOPERATIVE MANAGEMENT ASSOCIATION



UWCC brought together 375 food co-op leaders from 80 cooperatives for the 2019 CCMA conference in Durham, NC. Co-hosted with Durham Co-op Market, Weaver Street Market, and Carolina Common Enterprise, the conference program focused on the theme, "Cooperative Tapestry: Fostering Democracy and Equity in Our Communities."

FARMER COOPERATIVES CONFERENCE



UWCC organized the 22nd Annual Farmer Cooperatives Conference, where cooperators from across the country discussed pressing issues affecting farmer cooperatives. The two-day event highlighted topics including the impacts of trade policy on cooperatives, CEO performance management, leveraging technology in the board room, and the e-commerce landscape.

INTERNATIONAL EDUCATION



UWCC hosted Brazilian cooperative leaders from the credit union and healthcare sectors for a tailored education program on U.S. cooperatives. The group visited local co-ops and learned about financial education, credit union rebranding initiatives, and rural healthcare options.

DEVELOPING FUTURE COOPERATIVE LEADERS

UWCC educates future cooperative leaders through a class at UW-Madison that introduces students to the cooperative business model. The class encourages critical thinking about why co-ops emerge, the ways in which co-ops differ from other forms of enterprise, and how the model can be used to address current social and economic issues.

In 2019, an endowed scholarship fund was created in memory of William and Harold Moy. The fund was established thanks to a generous donation from William's son, Roland Moy. William Moy, from western Wisconsin, started farming in 1921 and received agricultural training at UW-Madison. The fund provides scholarships for UW System students to attend the Farmer Cooperatives Conference, giving students the opportunity to gain a greater understanding of and explore career options in the agribusiness sector. The Renk Agribusiness Institute also provides funding through the Farmer Cooperatives Young Leaders Scholarship Program to support student attendance to the conference.

Cooperative Development

UWCC provides assistance to new and emerging cooperatives or businesses interested in converting to employee ownership.



DEVELOPING RURAL COOPERATIVES

Through the Rural Cooperative Development Grant from the U.S. Department of Agriculture, UWCC provides technical assistance to groups forming new co-ops, businesses converting to a cooperative structure, and established co-ops in rural areas. Key project areas include food and agriculture, healthcare and childcare, affordable housing, and the promotion of employee ownership. South Central Wisconsin Hemp Cooperative worked with UWCC to develop a farmer-owned cooperative focused on growing and marketing the highest quality certified organic hemp throughout South Central Wisconsin.



ESTABLISHING WORKER COOPERATIVES IN MADISON

Funded by the City of Madison, the Madison Cooperative Development Coalition (MCDC) is made up of cooperative and economic developers, and community based organizations. The program addresses income inequality and racial disparities by creating new co-ops that provide living wage and sustainable jobs. Roots4Change Cooperative is Dane County's first immigrant-owned cooperative and comprised of six social enterprises led by Latina and Indigenous doulas and community health workers. UWCC is providing technical assistance and MCDC provided grant funding for Roots4Change Cooperative.



SUPPORTING HOMECARE COOPERATIVES

In partnership with the Cooperative Development Foundation, UWCC provides technical assistance for the development and growth of homecare worker cooperatives in rural areas. Through USDA's Socially Disadvantaged Groups Grant, UWCC is creating new tools and resources that facilitate cooperative development in the sector. Homecare providers are a fast-growing workforce but are plagued by low wages and minimal benefits. Cooperative worker ownership may improve worker benefits as well as the quality of homecare.

GENERAL COOPERATIVE TECHNICAL ASSISTANCE

As part of the Division of Extension, UWCC staff provide on-demand technical assistance, and disseminate cooperative resources via our website and social media channels. UWCC staff respond to individuals, new and emerging cooperative groups, and existing cooperative businesses to provide information about cooperative development, governance, articles of incorporation, bylaws, equity structure and management, and business feasibility. UWCC serves as a resource and collaborator with county Extension and economic development professionals on the cooperative business model.



Cooperatives in Wisconsin

Redesigned in 2019, *Cooperatives in Wisconsin: The Power of Cooperative Action* is a go-to guide for anyone looking to start a cooperative or learn more about them! Print copies are available thanks to the generous support of the Federated Youth Foundation, please contact Megan Webster at mawebster@wisc.edu.



Advisory Committee

UWCC benefits from the guidance of an advisory committee. Comprised of cooperative and university leaders, the committee members provide valued counsel on UWCC's education, outreach, and research initiatives.

- Margaret Bau, USDA Rural Development
- Matthew Brandrup, Rural Electric Supply Cooperative
- Jim Dell, Landmark Services Cooperative
- Sally Dischler, Heartland Credit Union
- Elizabeth Drame, Derute Consulting Cooperative
- Anya Firszt, Willy Street Co-op
- Jeremy Foltz, University of Wisconsin-Madison
- Keith Heikes, URUS
- Mark Huth, MD, Group Health Cooperative of South Central Wisconsin
- Jaimes Johnson, UW Credit Union
- Jeff Lyon, FarmFirst Dairy Cooperative
- Ronald D. McFall, Stoel Rives LLP
- Pam Mehnert, Outpost Natural Foods
- William Nelson, Ralph K. Morris Foundation
- Ole Olson, Isthmus Engineering and Manufacturing
- Jay Porter, Adams-Columbia Electric Cooperative
- Doug Reinemann, University of Wisconsin-Madison
- Daniel Smith, Cooperative Network
- Monica White, University of Wisconsin-Madison



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