

SPRING 2015 E-NEWSLETTER



Welcome to the California Center for Cooperative Development's Spring 2015 e-newsletter. Be sure to sign up for our periodic newsletters to get updates about current projects, news from the cooperative world and upcoming events! Click on the links below to go directly to an article of interest, or read all articles by scrolling the page.

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Jaques Kaswan



The cooperative community lost a valuable cooperator this January with the death of Jaques Kaswan. Those who knew Jaques personally feel this loss of a dedicated, knowledgeable, warm person profoundly. Jaques gave generously of his time and expertise and his work lives on in the many products and projects that survive him.

Jaques co-founded Arizmendi Bakeries. These California Bay Area worker cooperatives drew on the success elements of the Cheeseboard Collective in Berkeley. Each Arizmendi bakery is a regionally based institution, cherished by consumers who love gourmet pizza and treasured baked goods. And each bakery is owned and democratically governed by the workers. The bakeries are able to reduce their business expenses and enhance their success through their membership in another cooperative: Arizmendi Association of Cooperatives.

The success of the bakeries and the association is no accident. Jaques' insistence on business planning for viability and cooperative purity are imprinted on every aspect.

Jaques also leaves a legacy of accomplishment in housing cooperatives. In his work with Urban Alternatives he helped pioneer the development of affordable, resident controlled housing, specializing in limited equity cooperatives. His developments included Walnut House cooperative, where he lived with his family.

Jaques' development work was rooted in his academic background. He earned a PhD in psychology from Washington University at St. Louis. He taught at Yale, UCLA, and Ohio State University. He authored *Cooperative Democracy*, and published articles on social policy and

democratic organization.

Jaques made the most of his 90 years and leaves a legacy of friends and family who were touched by him, and an example for us all of a life well lived.

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California Co-op Conference

The 2015 California Co-op Conference and celebration, featuring a Silent Auction, is just around the corner! CCCD would like to thank all generous sponsors and donors; funds raised from the auction provide scholarships for lower income co-ops and individuals.

Can you donate an item to help fund scholarships and make the conference available to more people? If so, please return the Auction donation form found [here](#). All donations are tax deductible.

The conference will provide opportunities for learning, sharing and networking about this empowering business model, and showcase how cooperatives are effective in generating economic alternatives, local sustainability and greater access to services, home-ownership and workplace democracy. [Workshop topics](#) include how to start a new cooperative, steps for transitioning an existing business into a cooperative, approaches to financing and raising capital, legal considerations for structuring a cooperative, organizational planning, effective communication, building membership, and more! Sign up for one or both days of the conference and receive a discounted rate for the [Co-op Tour](#), which will visit several cooperative businesses in Sacramento, including Blue Diamond, Pachamama Coffee Cooperative, The Artists' Collaborative Gallery and the Sacramento Natural Foods Coop!

The co-op celebration on May 1 from 6-8pm is free and open to the public - come learn about the cooperative business model and meet members of California cooperatives. Enjoy appetizers and light refreshments, bid on fabulous Silent Auction items!





In addition to sponsors, CCCD would like to thank conference donors and supporters: Anza Electric, Beanfields, Berrett-Koehler Publisher, Big Tree Organic Farms, Cabot Creamery Cooperative, Cooperative Grocer Network, House Kombucha, Mandela Marketplace, North Coast Co-op, Numi Tea, Once Again, Organic Valley, Straus, and The Firefly Exchange.

This conference is co-sponsored by the Sustainable Economies Law Center (SELC), a State Bar of California approved MCLE provider. SELC certifies that this activity has been approved for 1.5 hours of MCLE credit per accredited workshop.

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CCCD Project Spotlight: Ume plum growers



The ume plum (pronounced oomay) is a kind of stone fruit used for making umeboshi, an ingredient common in Japanese and Korean cuisine and known for its medicinal qualities. For making umeboshi plums, it is harvested at an immature stage and packed in salt, where fermentation occurs. The juice that is extracted becomes umeboshi vinegar, commonly carried in most consumer owned natural foods cooperatives, and the umeboshi plum itself is packed whole with shiso leaves and the brine for an additional flavoring. In February, CCCD Associate Director Luis Sierra visited a group of ume

plum growers to learn more about the crop and growers. We also got to learn of an alternative preparation: the slightly more mature fruit is packed in sugar, and the juice that comes off of it

makes a sweet concentrate that makes for a refreshing drink: a combination of lemon, peach, and mango flavors.

There are about 100 small-scale farmers (from 2 to 20 acres each) around Phelan in San Bernardino County who grow 6 varieties of ume plums, producing about 120,000 lbs, which they sell directly to Korean families and a handful of retail stores in the Los Angeles basin. Most trees are less than 5 years old and more are being planted, so there could be more than 250,000 lbs in the market over the next few years as the trees mature.

We at CCCD are excited to help these growers learn about cooperatives. The High Desert Jujube Cooperative, whose membership is also entirely Korean immigrants, also wants to support these growers, so much that they are changing the name of their cooperative to Specialty Crop Growers Cooperative and opening membership to these growers. Growers are already seeing the benefits of cooperation, as the cooperative recently coordinated the purchase and delivery of 250 truckloads of compost to its members and others, which will result in a roughly 50% cost savings to each farmer compared to when they each purchased compost individually.

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Support Co-ops and CCCD on the BIG Day of Giving!

CCCD is excited to participate in the BIG Day of Giving on May 5, 2015!

The BIG Day of Giving is a three county fundraising campaign to inspire and unite the community in supporting hundreds of local nonprofits - and CCCD would like your support!

Donate on May 5th to support CCCD's regional projects dedicated to creating sustainable, living wage jobs through worker cooperative development, helping new farmers increase sales through cooperative marketing, and support technical assistance and education to progress the cooperative movement.

Why give on May 5th? Tax deductible donations of \$25 or more made on www.bigdayofgiving.org (search: cooperative) between midnight and 11:59pm on May 5th will get a percentage match from the incentive pool, making your donor dollars go further!

If you are unable to make an online donation on May 5, please allow us to provide you with a donation form. Please email coops@ccd.coop for more information.

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Co-op Day at the Capitol

Over the past year, city initiatives dedicating funds to cooperative development have been passed in New York and Wisconsin. Over the past year, California bills seeking legislative changes to foster co-op friendly regulations have met mixed results. At the core of any success is getting our elected officials to better understand cooperatives.



Can you help in this education by participating in CA Co-op Day at the Capitol? You can participate by tabling or by setting up an appointment to meet with your elected representatives at the State Capitol on **MONDAY, MAY 18, 2015**. Participants will be provided with information to help them educate state representatives representing their communities. Please return [this form](#) to let CCCD know of your participation.

Co-ops and co-op support organizations are urged to table in Sacramento at the Capitol North Side (L St) from

9:30am - 1pm on Monday, May 18! Come, meet with elected officials and learn more about the cooperative business model and the contributions cooperatives make!

California cooperatives create employment, bring food to our tables, and provide essential services like healthy food, financial services, housing, and child care. The event calls attention to this vital, democratic business and organizational model!

The United States has nearly 30,000 cooperatives that generate over \$650 billion in revenue, \$75 billion in wages and benefits, and account for over 2 million jobs. Still, there is little public awareness about where and how cooperatives operate. Co-op Day at the Capitol promotes and celebrates the many cooperatives and their benefits.

In California, cooperatives house more than 22,000 families, retirees, students, couples, and singles; they provide consumer-owned grocery stores for more than 50,000 members, and child care and preschool services for more than 8,000 families. California Credit Unions provide consumer-focused financial services to more than eight million members.

The cooperative business model also promotes family farms as they process and market their products through cooperatives like Blue Diamond, Sunsweet, Sunkist and Organic Valley. Such California cooperatives generate more than \$8,000,000,000 in annual revenue.

The cooperative model allows independently-owned local businesses like Ace Hardware and True Value to compete by joint marketing and purchasing.

Cooperatives also promote entrepreneurship. Artisans can maintain their independence by jointly owning a retail store or website to sell their artwork. Worker-owned cooperatives provide community-based businesses that are democratically governed by the workers.

Co-op Day at the Capitol welcomes the public to assist in education, and to celebrate and learn more about cooperative's diversity and unique business practices.

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