

# iCOOP KOREA – Part 1



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철도 공공성 문제와 철도 파업 탄압에 대한 소비자 기

2013년 12월 24일 오전 11시 용산역 사하공공성 강화를 위한 iCOOP운동본부

**iCOOP**

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# Introduction of iCOOP KOREA



# The Meaning of iCOOP

### **“I” individual, ideal, innocence and innovation**

Individuals promote the ideals (sharing and cooperation) of the group, never lose sight of our original innocence and practice innovation as a consumer COOPERative.

# Introduction of iCOOP KOREA

	2013	YOY Growth
Turnover	427billion (KRW)	↑ 23.8%
Membership	194,856 members (1% of total households in Korea)	↑ 20.7%
Member co-op	77 co-ops	↑ 2 co-ops
Store	141 stores	↑ 12 stores
Employment	2,217 jobs	↑ 51%
Social Responsibility (Seed Foundation)	635 million (KRW)	↑ 51%
Fair Trade	3.4 billion (KRW)	↑ 10%
Price Stability Fund	3 billion (KRW)	↑ 52%



## The Current status of Korean Consumer Co-ops(as of 12.31.2013)

<b>Organization</b>	<b>Member co-op</b>	<b>Membership (household)</b>	<b>Turnover (mil. KRW)</b>
iCOOP KOREA	77	194,856	427,900
Hansalim	21	410,211	304,452
Dure co-op	28	142,359	101,649
Happy co-op	11	30,170	16,900
Others	9	11,035	7,951
<b>Total</b>	<b>146</b>	<b>788,631</b>	<b>858,853</b>

# Introduction of iCOOP KOREA

## iCOOP KOREA's History



- 1997\_ Establishemnt of „21Century Consumer Co-operatives as as an association of consumers and producers
- 2002\_ Estblisheemnt of Korean Association of Consumer Co-operatives
- 2008\_ Gaining full membership in the ICA
- 2010.08\_ Held ICA/iCOOP Workshop on Development of Consumer Co-operatives
- 2011.09\_ Name change from iCOOP Solidarity of Consumer Co-operatives to iCOOP UNION
- 2011.10\_ iCOOP Seed Foundation approved as „designated donation organization“ by government
- 2012.02\_ Name change form iCOOP Association of Consumer Co-operatives to iCOOP Consumer Activities
- 2013.04\_ Social co-operative iCOOP Co-operative Development Center established
- 2013.11\_ iCOOP “COOP Show” was held to celebrate the achievement of 1% household members





# Introduction of iCOOP KOREA

## Ethical Consumerism in Practice by iCOOP KOREA



### **Respect for people and labor**

Human-oriented business, not the capital-oriented

### **Ensuring food safety**

Production and consumption of safe food made without toxins

Improvement of food safety standards

### **Agriculture and the environment**

Protection of agriculture and the environment

# Introduction of iCOOP KOREA

## Structure of iCOOP KOREA (as of Jan.2014)



- iCOOP UNION
- iCOOP Consumer Activities
- iCOOP CDC
- iCOOP Cooperative Institute
- iCOOP Store
- KCOD
- iCOOP Seed Foundation

**Total 19**

**Invested and operated by  
78 nation-wide  
member co-ops and  
members**

- iCOOP Association of Producer Group
- iCOOP Agricultural Production
- iCOOP Fruits & Vegetable
- iCOOP Organic Food Supply
- iCOOP Ramen
- iCOOP Livestock Products
- COOP Bakery

**Total 14**

**Led by iCOOP  
Association of Producer  
Groups**

**+4 affiliate  
(investment)  
companies**

# Introduction of iCOOP KOREA

## iCOOP KOREA's Today

**Aim for 2014**  
**Turnover**  
**KRW490billion**  
**Membership**  
**240,000**

	<b>1998</b>	<b>2013</b>
<b>Turnover(KRW)</b>	1.5 billion	427 billion
<b>Member co-op</b>	6	77
<b>Membership</b>	663	194,856
<b>Employment</b>	629	2,217
<b>Store</b>	2 („06)	141



# Business of iCOOP KOREA



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# Business of iCOOP KOREA



- **Centralization of business and differentiation of the organization:** iCOOP KOREA increased access for members and stabilized management by consolidating member co-ops' distribution business into regional distribution centers. The 78 regional member co-op societies work independently and democratically within the local community.
- **Direct charge system:** Direct charge system allows the use of co-op budget pooled from monthly membership dues. This guarantees that member co-ops are run by co-op members and encourages the use of co-op budgets, ultimately stabilizing management and making products affordable for everyone.
- **A national logistics network:** 9 logistics centers, 7 delivery centers
- **Member convenience system:** on-line store, delivery service for five days a week plus Saturday
- **System for Food Safety :** Natural Dream stores, Eco-friendly school lunch

# Business of iCOOP KOREA



## Natural Dream Stores

**Natural Dream Store is operated by iCOOP KOREA members“ joint investment.** : contributing to stabilizing prices and sales, benefiting members and guaranteeing incomes of producers

**Number of stores:** 141(as of 1.2014)

**The number of sale items** : about 2,000

**Categories** : organic-vegetables/livestock/marine products, bakery/pizza, fair trade products , café, daily necessities

**Store size:** from 100 m<sup>2</sup> to 300 m<sup>2</sup>



Membership card



Names of members who invested







**Natural Dream store & café**

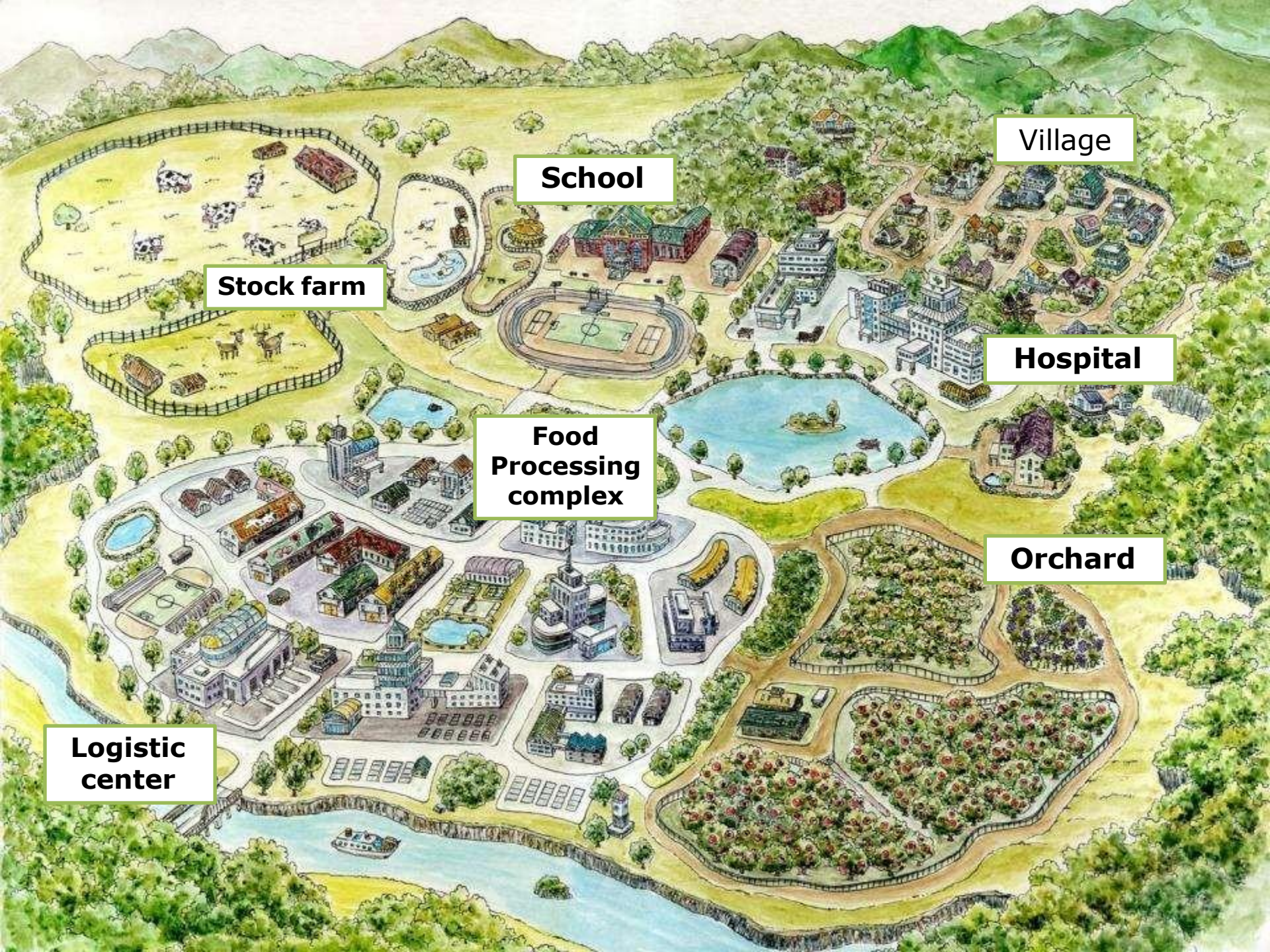


# Business of iCOOP KOREA

## The Eco-friendly Organic Food Cluster and iCOOP Valley Project

- **Eco-friendly organic food cluster:** The food processing complex where logistics centers and iCOOP KOREA's producing and processing companies gather
- **iCOOP Valley:** The iCOOP Valley, located near the Eco-friendly Organic Food Cluster, is an ecological space for eco-friendly orchards, stock farms, ponds, wildflower gardens, herb farms, an eco-friendly town and a school
- With the goal of 350,000 members and KRW 700billion of turnover in 2016, it becomes strong physical base enabling co-op movement's outstretch.





Village

School

Stock farm

Hospital

Food Processing complex

Orchard

Logistic center



Guest house and dorm

COOP Food system

Supporting facility

Quality control center

Milling factory/rice-polishing mill

iCOOP Ramen

Integrated management center

APC center

Freezer compartment

iCOOP brewery

iCOOP Livestock product

# Business of iCOOP KOREA

## The Eco-friendly Organic Food Cluster and iCOOP Valley Project



### **Goesan Natural Dream Park**

- Total 628,497 m<sup>2</sup> including industrial complex land, and supporting and public facilities
- The groundbreaking ceremony on 26 May in 2011
- Plan to have 40 processing companies
- Completion in 2017



### **Gurye Natural Dream Park**

- A pilot project of cluster plan
- Total 149,335 m<sup>2</sup> of food & agricultural cluster and logistic base
- The groundbreaking ceremony on 25 Oct. in 2011
- 20 processing companies
- Completion of Korean native wheat ramen manufacturing factory on 1 June in 2012
- Completion ceremony on 4 April 2014



Chicken processing plant



**Gurye Natural Dream Park**



Dormitory



Cold storage warehouses and APC



Milling factory



Support facilities



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End of Part 1  
To be continued