



W. J. (Bill) Wardell
President

Help Us Plan The Future Of Saskatoon Co-op

One of the tasks of the Co-op's Board of Directors is to work with management to strategically plan for the future. As we begin the yearly planning process, we would like to invite feedback from our members. Your opinion is important to us and I would like to extend

an invitation to contact either myself or other Board members with your comments and suggestions.

The Board's most important goal is to ensure our business planning provides you, the members, with the best consumer retail service we can provide in a cost efficient way. We work to ensure management keeps member equity at the forefront of all business dealings, preserving and enhancing it for the present and the future, through investment in buildings, maintenance and staff.

As a member, you are already aware of the breadth of our services. Our main businesses include a contract centre, three Marketplace food stores, two retail home centres, twelve convenience store/gas bar locations with car washes at seven of these locations, two travel agencies and a diversified farm and agricultural service centre, as well as petroleum cardlock operations.

Over the years, retail petroleum sales and related car wash and convenience store operations have been a significant focus for our operations.

Our business is greatly assisted by the direct link

Saskatoon Co-op, as a partial owner of Federated Co-operatives Ltd. (FCL), has to FCL's petroleum production and distribution facilities in Regina. Recently, FCL announced significant expansions for that facility. FCL has assisted the Saskatoon Co-op by loaning capital for the construction and development of petroleum distribution facilities.

Our market share of retail petroleum sales in Saskatoon continues to increase and a significant portion of both FCL's and Saskatoon Co-op's revenues are dependent upon petroleum and related sales.

Our agricultural retail sales business is also increasing and requires new investment to provide farm customers with better access and service.

Our travel agencies experience similar stressors to their counterparts in the travel business but continue to serve members in a very professional manner.

Our food stores operate in a very challenging retail environment. With additions and expansions in the area by Wal-Mart and others, we will continue to be challenged by our competitors.

All of the above represent challenges at our planning process. These are some of the questions we regularly ask ourselves:

- What long range plans should we make, taking into account the diversity of our businesses?
- Are there markets we have not yet tapped, but should

consider?

- Are there businesses in which we are presently involved and shouldn't be?
- Are we investing enough in training, staff development and compensation?
- Are we spending enough on environmentally sustainable investments?
- Should we be spending some portion of our capital on innovative product and merchandising development, which may be more environmentally-friendly?
- Should we be exploring new business opportunities such as car Co-ops or smaller community-type stores?
- Is our management structure meeting our business and member needs?
- Are investments in facilities and people diverse enough or too specialized?

These are all challenging issues for the Board and we would appreciate member feedback as we go through our planning process. If you have any observations or suggestions, please contact myself or any of the other Board members.

Thank you.

Bill Wardell
President, Board of Directors
Saskatoon Co-op



Gerard Muyres
General Manager

Celebrating Co-op Week

October 11 - 17

How Co-ops Differ From Other Businesses

Co-operatives are driven by both economic and social concerns.

They are community-based organizations, which care not only about the bottom lines of their businesses, but about the needs of their members and the quality of life in their communities. Co-operatives differ from other businesses in three key ways:

A Different Purpose

The primary purpose of co-operatives is to meet the common needs of their members, whereas the primary purpose of most investor-owned businesses is to maximize profit for shareholders.

A Different Control Structure

Co-operatives use the one-member/one-vote system, not the one-vote-per-share system used by most businesses. This helps the co-operative serve the common need rather than the individual need, and is a way to ensure people, not capital, control the organization.

A Different Allocation of Profit

Co-operatives share profits among their member-owners on the basis of how much members use the Co-op, not on how many shares they hold. Co-operatives also invest their profits in improving services and promoting the well-being of their communities.

Seniors...Get Your Flu Shots Here

The Saskatoon Health Region and Saskatoon Co-op are pleased to offer seniors free and convenient access to the flu vaccine! Get your flu shot at any of our three food store locations, on October 14 and 21 between 9 a.m. and 3:30 p.m.



Did you know?

Saskatoon Co-op is committed to protecting the environment. That's why we sell affordable cloth grocery bags at our food stores AND provide a 3 cent refund just for using them.

Last year, 329,388 bags were used and reused, instead of going to the landfill! Wow! Thank you to our members for helping us go green!

CO-OPERATIVES ARE...

INVESTING IN COMMUNITIES



CO-OP Week October 11-17, 2009

Saskatoon Co-operative Association Limited Board of Directors

- W. J. (Bill) Wardell, President
- Valerie Pearson, Vice President
- Gordon Bedient
- Leslie Burnett
- Joy Crawford
- Milton Jiricka
- Veronica LaCroix
- Andrew Mason

These people have been chosen by the membership to guide the affairs of your co-operative. They can be reached by leaving your name and phone number at the Administration Office: 933-3801



Stonebridge Co-op Model of Ecological Sustainability

Saskatoon Co-op's newly opened Stonebridge Gas Bar and Convenience Store is on the cutting edge of environmental innovation.

The \$9 million store is the first of its kind in Western Canada to use only energy-saving LED lights in the canopy. These lights will save 45% more power per year than the fixtures used in other stores.

In addition, Stonebridge's Tunnel Touchless Car Wash is testing a water reclaim unit with the potential to recycle up to 65% of the water used in every wash. The system traps any free floating fuels or oils in a sump system and stores the sediment in a separate container for pump out and disposal at an approved local facility.



Saskatoon Pharmacist Honoured

Dr. Joan Bobyn, Saskatoon Co-op Greystone Pharmacy Manager has been named as the Co-operative Retailing System's 2009 Pharmacy Manager of the Year.

Dr. Joan's brand of pharmaceutical care is about much more than writing prescriptions. The strength of her practice lies in the little extras she provides every day. From timely humour and warm hugs to house calls for those unable to leave their home, Dr. Joan and her team are committed to the well-being of every patient. She's even hosted yoga sessions prior to patient information clinics.

This department is creative, innovative and very effective. Way to go!

Saskatoon Co-op would also like to congratulate Dr. Joan on her appointment as Vice-President of the Saskatchewan College of Pharmacists.

Co-op Pharmacies - Where Caring is Our Best Service!

And, as at other locations, all car wash chemicals are certified under the Eco Logo and Canada's Environmental Choice Program (ECP).



Saskatoon Co-op Supports Our Community

Saskatoon Co-op invests in the City of Saskatoon and the surrounding area. The returns that those investments yield stay right here, generating more economic activity. Only Co-op returns its profits to local member-owners. In the past 10 years, Saskatoon Co-op has returned over \$26.3 million in cash to Co-op members.

Saskatoon Co-op also supports local community groups and charities.

Co-op Manager Heads to Australia

Co-op's 8th Street Home Centre Hardware Manager Donna Skopyk and the Prairie Fire Women's Soccer Team will be attending the World Games in Australia in October 2009. Good luck and go team!

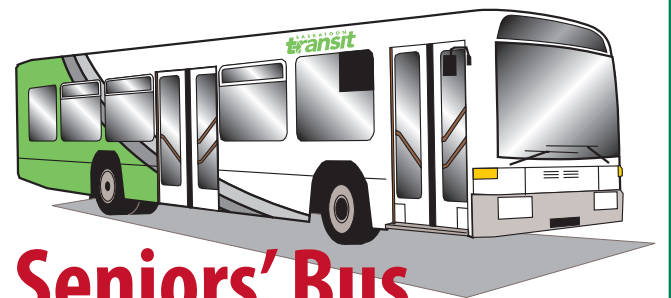
New Agronomist Joins Agro Centre

Saskatoon Co-op Agro Centre is pleased to welcome Ian Macmillan, P.Ag. to the team, effective September 28, 2009.

Ian has a B.Sc. in Agriculture from the University of Saskatchewan and is a member of the Saskatchewan Institute of Agrologists. He has been involved with the Saskatchewan Beef Cattle Marketing Course, the Canadian Cattlemen's Association and the Saskatchewan SPCA, among others.

When not at work, Ian and his wife Judy run a small cattle operation in Asquith, Saskatchewan.

Ian looks forward to helping with your agricultural needs!



Seniors' Bus Service Revs Up

Saskatoon provides a bus service to 29 seniors' residences. The bus provides seniors with an outing to purchase groceries the first and third Wednesday of the month from September 2, 2009 to June 16, 2010. Last year 3900 people used the service. The service is free for seniors and partially supported by donations to the Book Exchange.

Learning & Development at Saskatoon Co-op

Saskatoon Co-op is committed to maintaining a high level of training for its employees. September has seen the implementation of a new training program. The petroleum division of Saskatoon Co-op will begin training employees using a new E-learning program which will combine face-to-face orientation with online modules. The online modules were developed by Federated Co-op to be used throughout the system and include several different subjects such as Health and Safety, Benefits and Policies, Understanding Co-operatives and Career Opportunities. In addition to these training modules, several documents are now available to all employees over the e-learning website. This exciting program will help employees provide the best service in the city and give Saskatoon Co-op an edge in the competitive retail industry.



I wanna go to...

HUATULCO

(wah-TOOL-co)
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For more information, contact:
SASKATOON CO-OP TRAVEL

Westview
1624 - 33rd St. W., Saskatoon
(306) 933-3826 or 1-800-419-4512

Greystone
2507 - 8th St. E., Saskatoon
(306) 933-3888 or 1-800-667-8401