

2018

# SOCIAL RESPONSIBILITY REPORT

For me, I've learned about what it means to focus on a culture, to build social responsibility, and the idea of a company as a super-organism.

- Biz Stone



Central Plains  
Co-operative Ltd.

Central Plains Co-op is here to serve our members with products and services that help **build, feed and fuel** individuals and communities. We are a different kind of business; being **member-owned** means that any profits are returned to our members and stay in the local community. We live where you live, work where you work and help grow the economy right here. We are your **neighbours**, and we make sustainable investments in the communities we share.

Central Plains Co-operative Ltd. has **155 employees** serving **over 7,500 members** in **seven different communities** in West Central Saskatchewan. We continue the tradition of giving back to communities, not only in the form of patronage refunds to our members, but also in the form of financial support to many community organizations. We are proud of our longstanding involvement with the West Central Saskatchewan communities we serve, and we invite you to visit our locations. **You're at home here.**

## 2018 AT A GLANCE



We are proud to present our 2018 Social Responsibility Report. This marks the second time that we have produced this report and are excited to share the results achieved this past year. The report highlights our achievements in embedding sustainability and social responsibility into the fabric of our business and the communities we serve. We are proud of our accomplishments but will continue to make improvements.

Central Plains Co-op was built by people from the ground up to serve a common purpose; to provide goods and services to the members and customers in the areas we serve. Although the products we sell have changed dramatically over the years, our purpose remains constant. We are deeply rooted in our communities and are committed to doing business in a sustainable and socially responsible way.

We will continue to explore ways to do business differently, in order to act sustainably and to remain relevant. This is crucial to ensure we are here to serve the next generation of Co-op members and customers.



I encourage you to read our 2018 Social Responsibility Report in full and we welcome your feedback.  
All the best in 2019!

Mike Moon



General Manager, Central Plains Co-operative Ltd.




WE RECYCLED  
**141**  
AUTOMOTIVE  
BATTERIES  
IN 2018

WE ARE PROUD  
TO OFFER **LOCAL**  
PRODUCTS

**81%** OF OUR  
DEPARTMENTS HAD  
**ZERO** TIME LOSS  
INJURIES IN 2018



Central Plains Co-op cares about our communities and the environment that we share. We are committed to using our resources wisely and making responsible decisions that consider the short and long-term effects on our environment.

### GAS BAR RECYCLING

A Recycling Station was installed at the Rosetown Gas Bar in 2018. This unit has helped to reduce the amount of waste the location saw from customers, as it is centrally located near the front door and is well labeled for customers to quickly see. Central Plains Co-op plans on installing these units at its other gas bars throughout 2019.



### THINK BEFORE YOU PRINT

The Administration Office has become more environmentally friendly by reducing its paper usage. The department has made a conscious effort to determine if certain documents are necessary for printing and has seen a noticeable difference in the paper amount used. By reducing the paper used, the Admin team is also able to reduce the amount of cartridges and toners used.

### SUSTAINABILITY 4R NUTRIENT STEWARDSHIP

FCL began efforts in 4R Nutrient Stewardship across the Co-operative Retailing System and Central Plains Co-op quickly supported this initiative. 4R Nutrient Stewardship training raises awareness with our agronomists to have intentional conversations with grower customers to improve nutrient use efficiency and minimize unintentional risk to the environment. Central Plains Co-op has four 4R agronomists who are dedicated to working with growers on providing crop nutrition recommendations.

**RIGHT SOURCE**  
Matches fertilizer types to crop's needs

**RIGHT RATE**  
Matches amount of fertilizer to crop's needs

**RIGHT TIME**  
Matches nutrient availability timing the crop needs

**RIGHT PLACE**  
Keeps nutrients where crops can use them

### THE NEXT GENERATION

#### KIDS' CLUB

Central Plains Co-op has two active Kids' Clubs. The clubs help to engage children with our organization, its locations and team members. Contests and events are offered throughout the year, as well as treats when visiting the stores with their parents. Creating a relationship with children helps to instill memories and create life-long Co-op members.



#### YOUTH MEMBERSHIPS

Central Plains Co-op offers free youth memberships for students aged 13-18. These memberships give them all the perks and responsibilities of an adult member, which helps create a better understanding of what a co-op is and how it differs from other businesses. Once they turn 18, their youth membership is paid out and they are invited to purchase an adult membership. This has helped to create a new sense of loyalty amongst younger shoppers.



Central Plains Co-op cares about the things that are important to you. We are proud to be a part of your community and are happy to lend a hand towards projects and events that are doing good things close to home.

## A QUICK GLANCE AT OUR COMMUNITY INVOLVEMENT

### FUEL GOOD DAY

On Fuel Good Day, 10 cents per litre was donated to local Food Banks. On September 18th, with the support of our loyal customers, we were able to donate a combined total of \$2,850 to the Rosetown, Kindersley and Biggar Food Banks.



### COMMUNITIES IN FULL COLOUR

We had a blast helping the Perdue Arena Rebuild Project paint in October!

We have donated over \$5,000 to this project so far and thanks to the Communities in Full Colour Program, we were able to donate \$2,000 worth of paint this season.

We would like to extend a HUGE thank you to the individuals from Central Plains Co-op and FCL Saskatoon Region Office who volunteered their time to help with this painting project.

Three local teams will utilize this rink, along with outside teams from Asquith, Harris, Kindersley, Delisle and Biggar.

The steel, concrete and seamless glass wall were



contracted out, with the bulk of remaining work completed by 100+ volunteers, under the supervision of licensed trades.

### 2018 SCHOLARSHIPS

We awarded \$2,250 in scholarships to students in our trading area this year. Requirements included a resume, a transcript of most recent marks and a short video submission on Facebook. The winners were: Emily Sather, Brittany Quinney and Whitney Jiricka.

### COMMUNITY BARBEQUES

\$637 was raised in Eston and \$650 was raised in Rosetown at our Customer Appreciation BBQs this summer. The funds were donated to the corresponding community's KidSport



group. \$576 was raised for the Perdue Arena Fund at our Perdue Customer Appreciation BBQ.



### TOWN WIDE CLEANUP

We were happy to help with Rosetown's Town Wide Cleanup Day in June. We spent the day tidying surrounding areas at our Rosetown locations.

### TELEMIRACLE HELPING HANDS

We were thrilled to sell Telemiracle Helping Hands again this year. Thanks to all of our awesome customers' generous donations we were able to provide \$2,326.15 to this fantastic organization.

### DRESS DOWN DAYS

Staff can pay \$2 on the last Friday and Saturday of every month to wear their jeans to support various causes. A couple of highlights from this year included KidSport Days, where we donated to our local KidSport groups and Pink Shirt Days where we donated to Breast Cancer Awareness.



Central Plains Co-op cares about providing rewarding experiences for our employees. We encourage our teams to do their best and become their best - at work and in the community.

We believe our biggest asset is our people. With that, we substantially invest in our employees, as we see the benefits through lower employee turnover, increased employee engagement levels and increased customer satisfaction levels.

Our new Performance Management system was implemented in the 2017 fiscal year and we have seen great benefits through the increased amount of meaningful conversations. We also developed a Staff Council, which has since flourished in 2018 and helps bridge communication between all levels of our organization.

Mental health is very important for our staff and families. Central Plains Co-op Human Resources staff have taken various training to assist individuals with mental health concerns and team leaders are being trained for Mental Health First Aid. Our organization focuses on promoting mental health in the workplace and employees' personal lives. Due to our efforts in this area, Central Plains Co-op was a finalist for the ABEX Awards in the Priority Focus (Mental Health) Category for 2018.

### BRAND & WELLNESS DAY

On April 4th and 5th we hosted Brand & Wellness Day at the Elks Hall in Rosetown for all of our staff to attend. The event was created to help our staff better live our brand and their lives. We were fortunate to have Greg Johnson the Tornado Hunter come speak. His presentation inspired us to chase our own passions while sharing and teaching the lessons he learned from pursuing his.

We also introduced our brand new "Co-op University" which each new employee of Central Plains Co-op will complete. We focused on the topic "Why Co-op?" as it pertains to Brand, Service, Members, Team & Community. This inspiring workshop is helping our staff live the brand and touch our customers' lives.



### SAFETY

A culture of customer and safety awareness is important for any business or organization. At Central Plains Co-op we are constantly working towards Mission Zero. We went from 12 time loss injuries in 2017 to only 6 in 2018. We achieved our goal of having our Health & Safety Program completed in 2018 and are looking forward to having a safer culture and organization.



### GOING ABOVE & BEYOND AWARD

Employees can nominate their peers each month for the Going Above & Beyond Award.

Winners provide exceptional service to internal and external customers and are dedicated to living the Co-op brand.

Even our customers have been known to nominate employees for this celebrated award.



# GOOD THINGS ARE HAPPENING.

Did you know that Central Plains Co-operative Ltd. ...



EMPLOYS  
**155**  
COMMUNITY MEMBERS

PRODUCED  
**\$68.8M**  
IN SALES FOR 2018.  
A NEW RECORD!

HAS  
**7,514**  
MEMBER OWNERS  
IN WEST CENTRAL SASK

RANKED  
**#90**  
ON THE **TOP 100 COMPANIES**  
LIST IN 2018 BY  
SASKBUSINESS MAGAZINE

At the top of the magazine's rankings is Saskatoon-based Federated Cooperatives Limited, which is owned by Central Plains and more than 190 independent retail cooperatives spanning Western Canada.

2018 Finalist  
Priority Focus  
**THE ABEX AWARDS**  
PRESENTED BY  
conexus  
Credit Union  
Mental Health

## WE ARE PROUD TO SERVE WEST CENTRAL SASK IN THE FOLLOWING COMMUNITIES



### CARDLOCK

Landis, Plenty, Harris, Rosetown, Eston & Perdue



### AGRO

Landis, Plenty & Rosetown



### PROPANE

Rosetown, Eston, Landis & Perdue



### PHARMACY

Rosetown



### FUEL

Landis, Plenty, Harris, Rosetown, Eston & Perdue



### CONVENIENCE

Rosetown, Perdue & Eston



### HOME & BUILDING

Rosetown



### GROCERY

Rosetown & Eston

*You're at home here.*



CENTRAL PLAINS CO-OPERATIVE LTD.

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