Marketing Your COOPERATIVE ADVANTAGE

presentation by Roberta MacDonald
MICRO-HISTORY LESSON

1984 Cabot Brand Started in Boston

1990 Share = 4.5%, limited sales outside the Northeast

2014 Share = 25% in Boston
#3 Cheddar Brand along East Coast
#4 Nationally (top two are Kraft)
WHY IS CABOT AN EXAMPLE FOR EACH OF YOU & YOUR CREDIT UNIONS?

• We started with no money
• We share a tourism and ag economy
• You’re RESILIENT
• We’ll share our scrappy Green Mountain secrets
MARKETING OUR COOPERATIVE

CABOT

Your Best Shopping Outfit

CARE n’ WEAR
1. Always wear when shopping.
2. Never allow in barn.
3. Don’t let any wear off.
4. Pairs well with jeans and other casual clothing.
5. Not suitable for cleaning, dry storage or farm machinery.
6. Wash inside-out on gentle cycle for years of use.
7. Keep in clean, safe place (away from children).

Perfect for stores. Not for chores.

Cabot Creamery Cooperative

From our co-op to yours.

The dairy farm families who own Cabot recognize that cooperatives are a better way to do business.

Growing Health & Wealth
OVER 1,200 REASONS
why Cabot makes the
WORLD’S BEST CHEDDAR!

Cabot Creamery is fully owned and operated
by 1,200 farm families in New England and
New York. Our farmers get 100% of the profit
and do all they must to ensure you get the best,
all-natural dairy foods. From our families to
yours - taste the commitment to quality in
every bite of the World’s Best Cheddar.

RICHARDSON FAMILY, Hartford, VT
One of the 1,200 farm families who own
Cabot Creamery Cooperative.

HEARTY CHEDDAR-TOPPED SAUSAGE STEW

Makes 4 Servings

INGREDIENTS
8 uncooked medium sausages
1 tablespoon Cabot Ghee butter
1 medium onion or 2 leeks, chopped
1 shallot, peeled and
roughly chopped
2 garlic cloves, crushed
and peeled
2 medium boiling potatoes,
peeled and diced
1 cup chicken broth
2 green bell peppers, seeded and
chopped
1 (14-ounce) can chopped
tomatoes with juice
1 (14-ounce) can lentils, drained
1 teaspoon brown sugar
2 teaspoons chopped fresh
rosemary
Salt and ground black
pepper to taste
4 ounces Cabot Seriously Sharp
Cheddar, grated (about 1 cup)
1 tablespoon cider vinegar

DIRECTIONS
1. Preheat oven to 350°F. Prick sausages all over with fork.
   (To keep them from bursting)
2. Melt butter in heavy pot or heat-proot Casserole over medium heat.
   Add sausages and cook until browned on all sides. Transfer to plate and
   set aside.
3. Add onion or leek, shallots and garlic to pot and cook, stirring, until
   softened, about 5 minutes. Add bell peppers and cook for 5 minutes longer.
   Reduce heat if onions begin to burn.
4. Gradually add chicken broth, then add green peppers, tomatoes, lentils,
   rosemary, brown sugar. Add salt and pepper to taste.
5. Let ingredients slowly come to simmer. Season with salt and pepper.
   If mixture is too acidic, add small amount of additional brown sugar.
6. Transfer to oven and cook, uncovered, for about 1 hour, or until liquid
   is reduced by about half.
7. Serve topped with cheese and sprinkled with remaining rosemary.
   (or substitute 1/4 cup dried lentils, cooked until tender)

NUTRITION ANALYSIS: Calories 548, Total Fat 31g, Saturated Fat 12g,
Cholesterol 68mg, Sodium 1095mg, Carbohydrates 41g, Dietary Fiber 16g,
Protein 30g, Calcium 150mg

For more recipes, visit: cabotcheese.coop
FROM TEE SHIRTS TO BOW TIES
GET TO KNOW THE OTHER COOPERATIVES IN VERMONT

City Market

Energy Co-op of Vermont

Champlain Housing Trust

Cabot

Opportunities Credit Union

Mad River Glen

Invest in our community, invest in cooperatives and credit unions.
The Better Business Model
MARKETING OUR COOPERATIVE

2014 Cabot Community Tour
Celebrating the Strength of Communities

Cookies for Good
Ending Homelessness

Reward Volunteers
FEATURE ALLIANCES

Cheddar Tortilla Crisps with Citrus Salsa

Makes 4 appetizer servings

Crisps
4 large-size flour tortillas
1 ounce Cabot Sharp Cheddar, grated (1/2 cup)
1 teaspoon ground cumin

Salsa
1/4 cup orange juice
2 thinly-sliced tomatoes, seeded and finely dice (1/2 cup)
1 cup shredded red onion
1 tablespoon lime juice
2 tablespoons chopped fresh basil
2 teaspoons minced jalapeño pepper
Salt and ground black pepper to taste

To make crisps
1. Preheat oven to 375°F. Line two baking sheets with foil.
2. Cut each tortilla into 16 triangles, then cut each half into 4 triangles.
3. In small bowl, toss cheese with cumin; sprinkle some of mixture on each triangle.
4. Bake for 9 to 10 minutes, or until nicely browned (watch carefully toward end). Remove from oven, season with spices and let cool.

To make salsa
1. In small saucepan over high heat, bring orange juice to boil; cool until reduced to 1/4 cup, about 4 minutes. Pour into serving bowl and set aside to cool.
2. Add remaining ingredients to bowl and season with salt and pepper. Serve surrounded with crisps.

Who ever thought an award-winning cheese company from Vermont would partner with Florida’s premium citrus juice producer to make one delicious, south-of-the-border concoction, Cheddar Tortilla Crisps with Carra Salsa! Well, Cabot and Florida’s Natural have more in common than meets the eye.

First of all, we both produce delicious, healthful products that are 100% natural with no preservatives. Both companies are farmer-family owned cooperatives striving to make a difference in their communities. And every family enjoys pride of heritage, ownership and product. Partnering with those who share the same philosophical outlook, principles and values not only makes good business sense, it makes good friends, too.

P.S. One more similarity, cows and oranges. We both have to squeeze our products to get the best results!
Dairy Co-ops Keep Farms and Families Together

Jacques and Pauline Couture purchased their Westfield, Vermont dairy farm in 1970, and have been raising a family and contributing to their community ever since. Besides dairy farming, they also produce maple syrup and run a bed and breakfast. The Coutures truly love what they do, and their passion for producing the “World’s Best Cheddar” as part of the Cabot Creamery Co-op helped them earn Vermont’s Outstanding Farm of the Year in 2004.

The Coutures value the support and trust that comes with the cooperative way of doing business, and are proud to contribute to the wide range of products that Cabot Creamery Co-op produces, including cheddar, jack, mozzarella, American and Swiss cheeses; yogurt; cottage cheese and butter. Through Cabot, the Coutures are connected to over 1,700 other farmer-members who are active in their local communities, helping to revitalize small town economies and protect the environment. Take a virtual tour of Cabot farms.

Thousands of other small family farms around the country are also benefiting from the scale, training, marketing and other support that dairy co-ops offer.

Organic Valley is a dairy cooperative created with a mission to save family farms through organic farming. They have been hugely successful in helping to keep small, sustainable farms in business. Organic Valley has 1,762 farmers in 35 states and three Canadian provinces, producing certified organic milk, eggs, cheeses and meats. It is now America’s largest co-op of organic farmers and one of the country’s most recognizable organic brands, sold in food co-ops and beyond. Organic Valley’s members produce and package their food products regionally, in order to support local economies and ensure there are fewer miles from farm to table. Be sure to visit www.organicvalleycoop.org for recipes, information and great facts about organic food and eating.

Rochdale Farms products, produced in the coulee region of the upper Mississippi River, are another example of cooperation in action. Populating the landscape of Wisconsin’s Driftless region, Amish farmers who practice traditional grass-based dairying and hand-milking bring their product to market. The milk is turned into cheese and butter, labeled as Rochdale Farms, and delivered exclusively to food co-ops throughout the upper Midwest by the Co-op Partners Warehouse. Several creameries are involved in making different cheeses, and four of them are co-ops. Rochdale Farms products include organic cheddars, baby Swiss, cellar-aged grass-fed Gouda, string cheese, mozzarella, provolone, cave-aged blue and hand-rolled butter.

Bentley Lein, one of the owners of Farmhouse Kitchens, the worker co-op that markets Rochdale Farms, says their purpose all along has been to source products that meet the values of food co-op consumers. This includes strongly supporting the cooperative economy. Rochdale Farms is named after the Rochdale Pioneers, the group of people who launched the first consumer-owned grocery co-op over 150 years ago. “Our modern co-ops are part of that heritage,” Lein said. “Through Rochdale Farms we are building the food system we want.”

What’s unique about Rochdale Farms is that from the day the cows are milked to the day a consumer purchases the cheese and butter, a cooperative has nurtured the food’s journey from beginning to end. What’s not to love about that?
WELCOME
to our
VIRTUAL FARM TOUR

SCROLL DOWN
May 17 - June 21, 2014

Upcoming stop along the way
May 17: KICK OFF: Habitat for Humanity of Jacksonville Celebration

Full schedule of events »

A CELEBRATION OF COMMUNITIES & GOOD...
because strong, healthy and unified communities make for a better world.
WE’VE WORKED WITH HUNDREDS OF CO-OPS
(here are just a few)
WHY COOPERATIVE WITH CABOT?

• Cabot has won every major award for taste, including “World’s Best Cheddar.”
• We operate four creameries – two in Vermont, one in New York and one in Massachusetts.
• We’ve undertaken successful cooperative partnership with our food cooperatives, credit unions, electrical cooperatives and many more.
• We are a certified B Corporation.
• Let us partner with you to benefit your members.
RULE #1

Know Your Members

• Do you know everything you can about your members, customers?
• Have you asked them what they need?
• How have you connected them to other cooperatives for help?
RULE #2

Feature Your Members’ Needs

• Not just cute stories: feature members getting help, becoming more efficient, saving money.
• Position your cooperative as home base for solutions.
• Review members’ needs constantly.
RULE #3

Connect to Other Co-ops

• In your lobby, your mailings, your web LINK, LINK, LINK to feature, promote other co-ops
• Use Dot Co-op to make the co-op case quicker.
• Lip service is not a legislative rally.
RULE #4

Know Which Business You’re In

- You’re not a utility, you’re a cooperative that provides electricity and power solutions
- You’re not a bank, you’re a credit union owned by the members meeting their financial goals
- You’re not a grocery store, you’re a locally owned place for services, good food and shared savings.
Know What Being a Co-op Means

- Voluntary and Open Membership
- Democratic Member Control
- Member Economic Participation
- Autonomy and Independence
- Education, Training and Information
- Cooperation Among Cooperatives
- Concern for Community
Because we’ve been talking to ourselves for almost a century

Because the world is in trouble

Because cooperative principles mean a better way to do business

Because people crave to know how to make a difference
Because we just can’t rally together at the last minute because of electrical restructuring, banking lobbies, government grants and restructuring, or an IYC marketing platforms

If we had it together, we could lead change and help heal what ails each of us
But we can’t spend another century talking about cooperatives. We must cooperate among ourselves. We must leverage our numbers, our principles and our clout NOW.
• You are not banks. You are a provider of financial solutions for your community.

• You are not suits. You are overalls, aprons, and work shirts. You do not produce annual reports. You publish owners’ manuals.

• You are not a branch office of a publicly traded company. You are the heart and nature of your members and your communities.
Let’s see if we can align our cooperative point of difference across all sectors, among all our members and consumers. NOW.