



台灣主婦聯盟生活消費合作社



# About Taiwan Homemakers United Consumers Co-op

- **What is a cooperative**
- **Introduction of the Taiwan Homemakers United Consumers Co-op**
- **Products and Services**
- **Environmental protection and social responsibility**
- **Organizational Culture and values**
- **Achievements and awards**
- **Future prospect**



# What is a cooperative

**A Cooperative is an “autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically-controlled enterprise.”**

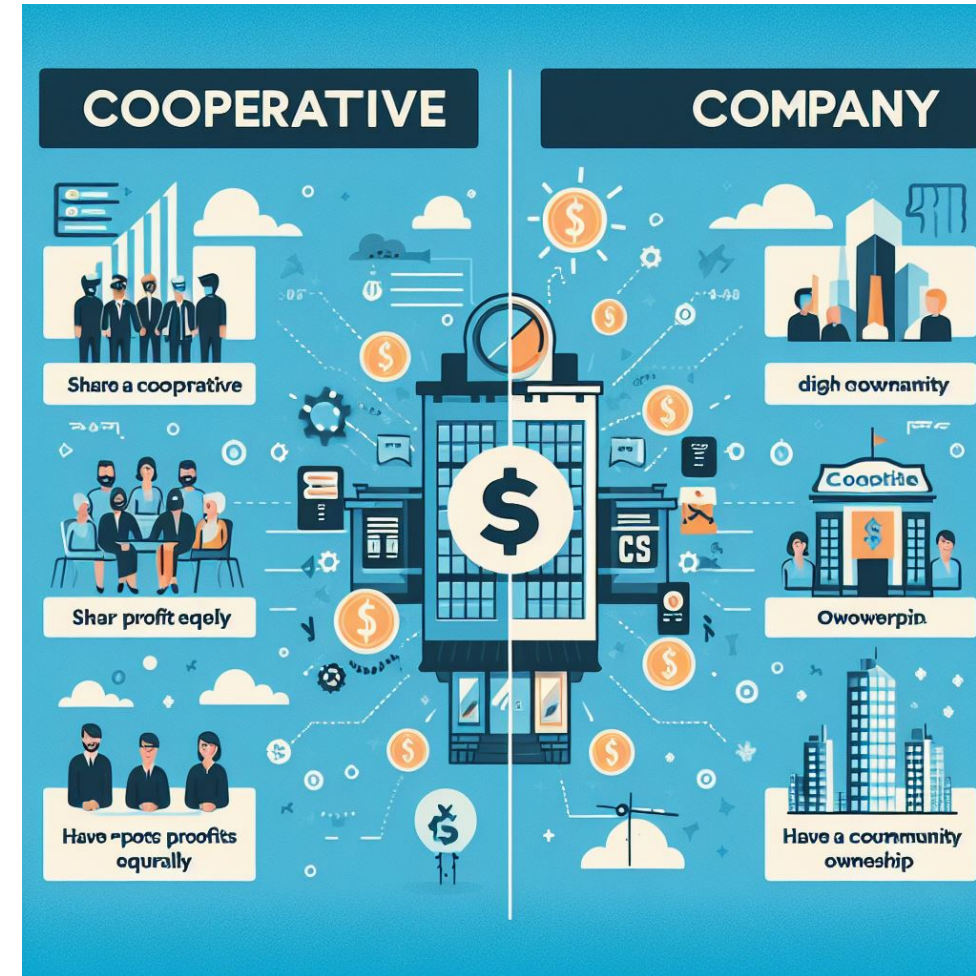
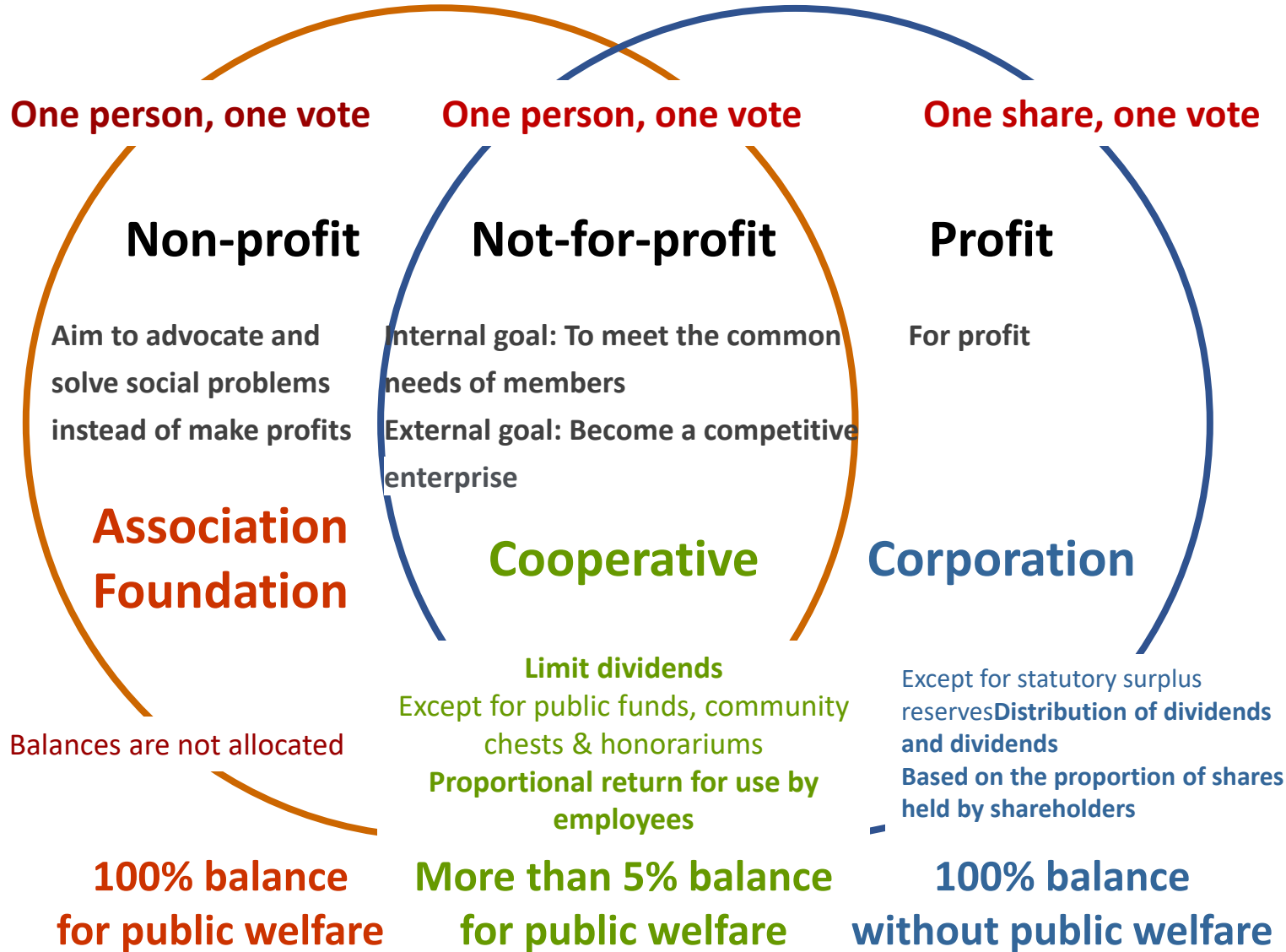
International Cooperative Alliance (ICA) Statement, 1995.



## 7 Principles of the International Cooperative Alliance



# Differences between cooperatives, corporations, and non-profit organizations



# Taiwan Homemakers United Consumers Co-op



**We believe that consumption can change society through a bag of rice and a basket of vegetables ·**

- Started in 1987, we improve the life quality of members through co-purchases, and practice green consumption while promoting environmental protection and social responsibility.
- Provides daily necessities for a safe, healthy, and friendly environment.
- The first "consumer cooperative" platform in Taiwan.
- Co-purchases movement as the main support.
- More than 80,000 members, 1% influence (8.3 million households in Taiwan).
- Set up 55 pickup stations and Agri-food education centers.
- **160 sustainable farmers and 200 local producers support 591 hectares of sustainable farming**

**5 major governance philosophies**

- Cherish environmental resources
- Support domestic agriculture
- Practice the common purchasing
- Fulfill green living
- Foster the cooperative spirit







# Taiwan Homemakers United Consumers Co-op Food and Agriculture Extension Model:

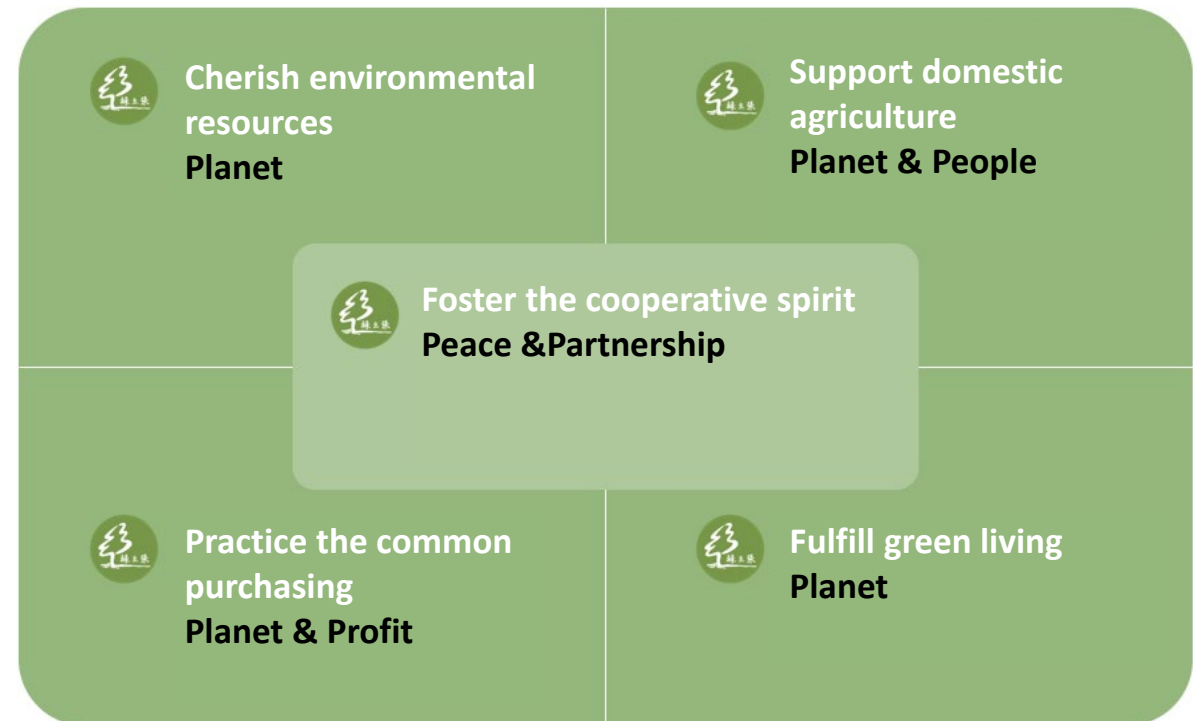


Build development consensus + **Participate in Co-development** +  
Co-purchase support

members 、 employees 、 farmers

Products Supported Agenda → **Implement member communication**

- Cherish environmental resources: Chemical reduce cultivation, Reduce plastic and waste.
- Support domestic agriculture: Priority use of domestic agricultural products, 、 Revival of domestic agricultural products, Rice products promotion.
- Fulfill green living: Non-GMO, animal welfare, sustainable aquaculture, nitrate reduction.
- Foster the cooperative spirit: Fair Trade, Partnerships, support disadvantaged.





# Organizational History



A women's movement launched by housewives for environmental protection and fast food Issues

“HUCC-Coop volunteer group” established under New Environment Foundation

Establishment of the HUCC-Coop Environmental Protection Foundation

Set up Consumer Quality Committee

HUCC-Coop Environmental Protection Foundation

1980s

1987

1989

1989

1993

Co-purchase movement organization develop

1994

1995

1996

2001

Launched the Co-purchase movement

Taipei County Tally Labor cooperatives

Taichung Green living Co-purchase center

Green Advocates corporation

Taiwan Homemakers United Consumers Co-op

Rice, grape

Note : From 1979 to 1992, food safety incidents frequently occurred in Taiwan, mainly including polluted rice bran oil, adulterated wine, cadmium-polluted rice, sarsi contains safrole, animal feed adulterated milk powder, adulterated soy products, heavy metal contaminated green oysters.

# Products & Services



## • Product category

- We supply daily necessities including vegetables, fruits, whole grains, milk, eggs, fish products and animal product, processed products, and cleaning supplies.
- All products comply with the Cooperative's development principles, undergo strict quality control, and meet the Cooperative's product inspection standards

## • Features

- Vegetable nitrate reduced cultivation
- Support domestic whole grains production
- Planned production and consumption
- Support the non-GMO movement
- Promote animal welfare

## • Member services

- Members are required to pay a share fee (2,000 to 500,000 NT dollars) and participate in the Cooperative introduction when joining the Cooperative. An annual fee of 360 NT dollars will be charged every year thereafter.
- Members can enjoy benefits including co-purchases, participation in cooperative activities, and product discounts.
- Lectures, educational activities, and community activities are held aperiodically.







## ■ Responsible Consumption and Production

Eat wisely and reduce waste with whole foods

Planned Production and Consumption – HUCC-Coop reduced 2 % Product Loss Rate

### Reduce waste at the source

Pre-order festival products  
Develop production plan

### Whole food utilization

Aquatic products series **x13**  
Animal product series **x10**

### Seasonal product processing

Various kinds of jams  
Frozen vegetables

### Cherish food utilization

Staff Meal  
food bank

### Final utilization

Compost



# Environmental protection and social responsibility

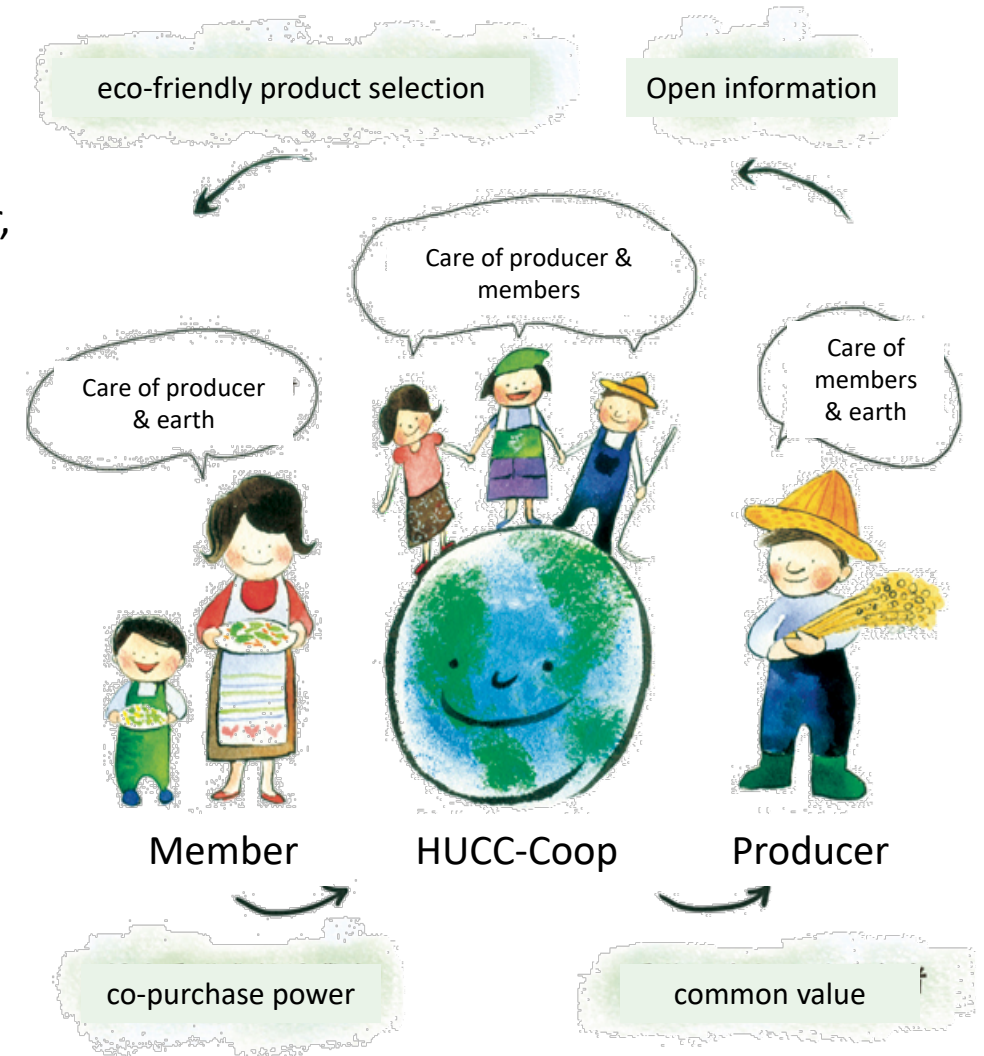


## • Environmental protection measures

- Concrete actions to reduce carbon footprint:
  - Green consumption promotion, eco-friendly product selection, packaging reduction.
  - Actively participate in movements against GMOs, nuclear power, and air pollution.
- Collaborate with producers who share a common value
  - Promote sustainable development, and ensure that every step from production, processing, and sales meets environmental standards.

## • Social responsibility

- Community engagement and support: Actively participate in community activity, Support domestic agriculture and producers, and assist the emergency relief fund.
- Education and awareness campaigns: Promote environmental protection concepts through lectures and educational activities such as Green Dining education and food safety lectures, and environmental education.





## Reduce plastic and waste-reduce packaging waste

•Peanuts Soup •Mixed Congee	Remove plastic cover
•High-quality Red dates	Remove plastic inner bag
•Alishan High Mountain Oolong Tea •Tung Pang Black Tea	Replace paper box with paper can
•Soft bristle toothbrush	Remove plastic protective cover
•Custard Bun •Hot Pot Sliced Pork Collar Butt •Nori Seaweed For Sushi	Remove plastic tray
•Hair care powder	Remove plastic gloves and shower cap. DM is available on the shelf.
•Apricot Drinking Jelly •Plum Konjac Jelly	Remove spoon and straw

Remove plastic spoon



Panna Cotta(X3)

**25,156 Sets**

Paper bags replace thick cartons



Salted Seaweed  
**15,127 bags**

Remove plastic pump head



Eco-friendly dishwashing liquid  
**8,780 bottles**

Note: The red number in the picture above is the product utilization in 2020. (Plastic reduction reference value)

## Reduce plastic and waste - Reuse



- Fruit and Vegetable mesh bags are recycled and reused: Members can collect used vegetable and fruit net bags and give them to the cooperative for recycling and reuse.

The average recycling rate in the past three years is 59.4%.  
Mesh bag recycling reduces plastic use by an average of about 944 kilograms per year.

## Reduce the loss of fruits and vegetables during logistics tallying

- Nearly 5 tons of inglorious fruits and vegetables after logistics picking are reused every month.



Compost



Staff meals/  
co-purchases



Poultry feed



Cherish food  
donation



# Corporate culture and values

- **The core value of cooperatives**

- Solidarity, trust and transparency.
- Adhere to democratic governance and emphasize the participation and cooperation of members.
- Follow the seven principles of the International Cooperative Alliance.

- **Commitment to quality and integrity**

- Product information is open and transparent.
- Conduct regular quality and inspection control.





# Achievements and awards



## • Recognition obtained

- In 2020, HUCC-Coop won the first prize and the special prize of the "Buying Power Award" organized by the Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs (SMESA)
  - Develop a circular economy business, Laundry detergent bottles are made from 100% recycled milk bottles, practice green living.
- In 2021 and 2022, HUCC-Coop won the first prize of the "Buying Power Award" organized by the Small and Medium Enterprise and Startup Administration, Ministry of Economic Affairs (SMESA).



# Future prospect

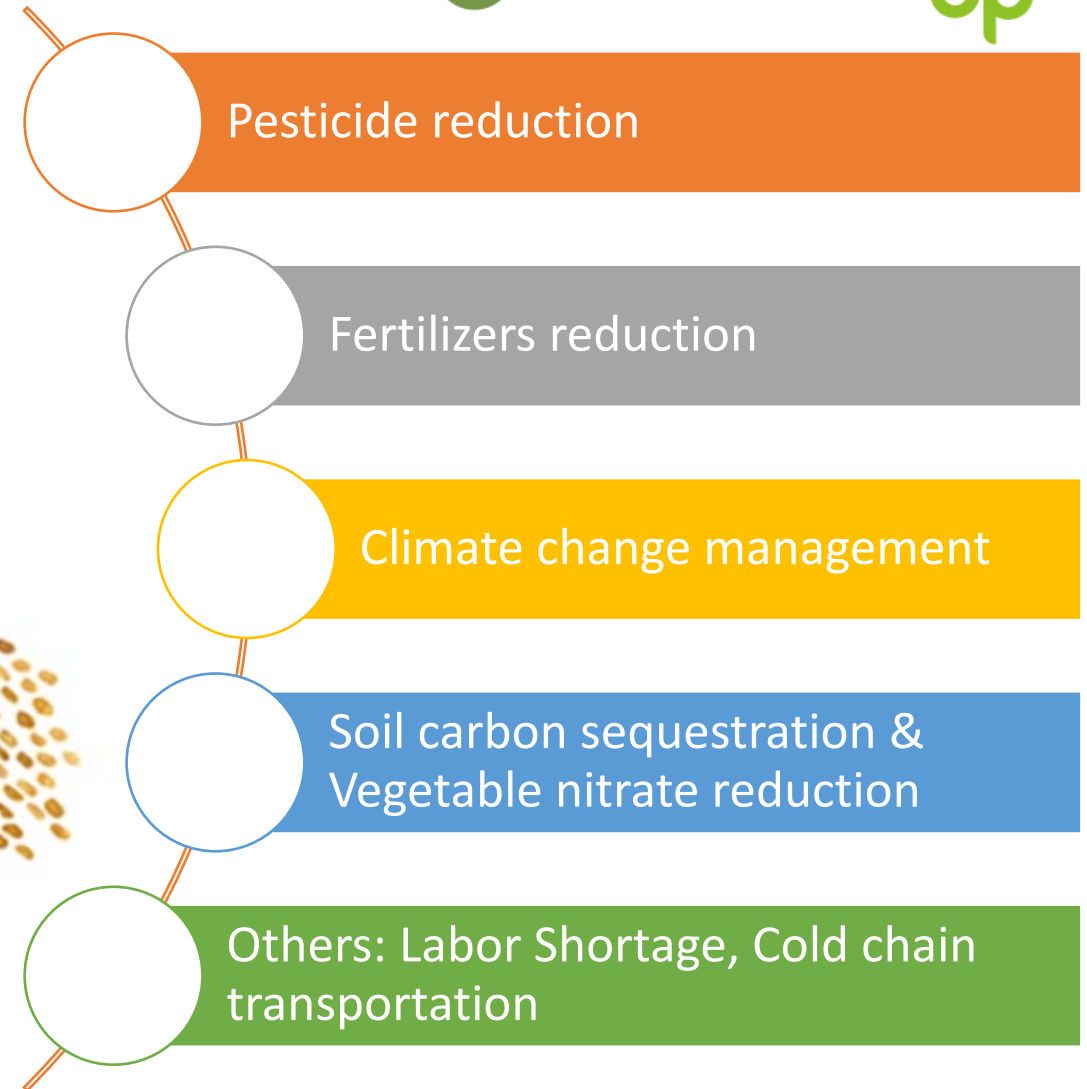
- **Development Plans**
  - Develop new products according to the needs of members, increase the number of members, and improve product quality.
  - Develop convenient processed products, nutritional supplement, and assistive device for the seniors.
- **Continuous improvement and innovation**
  - Cooperate with the academic community to become an information exchange platform between farmers and producers, and to enhance the power of industrial management.
  - Establish a cooperative project with institutions to disseminate the concept and influence of co-purchase all over Taiwan.





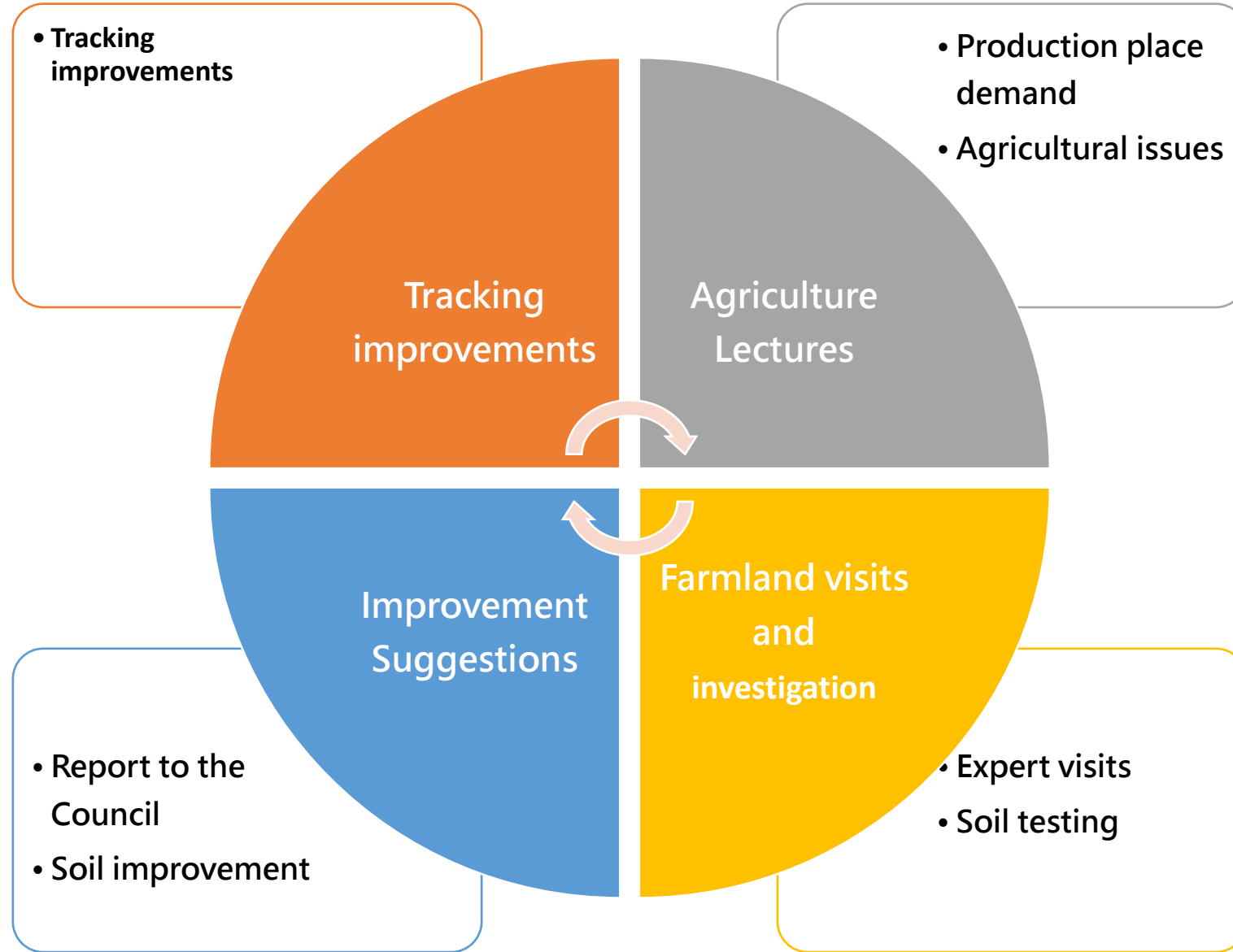


# Facing challenges together





# HUCC-Coop Sustainable Agriculture Project



# 謝謝您的聆聽

Thank you for your time and attention.



台灣主婦聯盟生活消費合作社

