







ABOUT NCBA CLUSA



- Apex membership association for U.S. cooperatives established in 1916
- MISSION: Develop, advance and protect cooperatives
- VISION: Help more people use cooperatives to build a more inclusive economy
- Our members are sector-based co-op associations and cooperativelyowned businesses across all sectors of the economy







COOPERATIVE IMPACT



WHY CO-OPS ARE FORMED

- Address market failures where neither the private sector nor the government provide a needed service
- Help small players gain parity with large investor-owned competitors
- Give consumers a deliberate choice of enterprise to better meet their common needs and aspirations



COOPERATIVE IMPACT







CO-OPS PROVIDE

- Healthy foods to communities
- Purchasing scale for independent businesses (Ace Hardware, CCA Global Partners)
- Electricity and broadband to rural communities (20 million households and businesses)
- Financial services to households (100 million credit union members)
- Affordable home ownership
- Business ownership for low-wage workers (fastest-growing sector)
- Marketing and processing of agricultural products (50% of ag)



FARMER AND INDEPENDENT SMALL BUSINESS CO-OP IMPACT BY THE NUMBERS



A MAJORITY OF AMERICA'S

1.9 MILLION

FARMERS AND RANCHERS
BELONG TO AT LEAST ONE

1,800



B5%

OF MILK

IN THE U.S.²



THERE ARE
MORE THAN
250
PURCHASING CO-OPS
IN THE U.S.³



AG CO-OPS PROVIDE 187,331 JOBS PAYING \$10.8 BILLION

IN WAGES AND BENEFITS
TO RURAL AMERICANS⁴



\$14.4 BILLION

IN NEW LOANS
TO SMALL FARMERS AND
RANCHERS IN 2019⁵

CREDIT UNION IMPACT BY THE NUMBERS



85,400
CREDIT UNIONS
WORLDWIDE SERVE
MORE THAN
274 MILLION
MEMBERS



CREDIT UNIONS
OFFER NEARLY
30,000
SURCHARGE-FREE ATMS,
MORE THAN ANY
OTHER BANK25



THE AVERAGE INTEREST RATE ON A 48-MONTH USED CAR LOAN IS 3.62%

AT CREDIT UNIONS VERSUS 5.56% AT BANKS³



CREDIT UNION INSURANCE FUNDS ARE

MORE STABLE

LESS LIABLE
TO RISK THAN BANKS
DURING FINANCIAL CRISES⁴



52%
OF CREDIT UNION
CEOS ARE WOMEN,
10 TIMES HIGHER
THAN THE RATE OF
WOMEN CEOS
AT BANKS⁵



CONSUMER CO-OP IMPACT BY THE NUMBERS



COMPARED TO
CONVENTIONAL GROCERY
STORES, FOOD CO-OPS
RECYCLE NEARLY

THE AMOUNT OF PLASTICS AND FOOD WASTE⁴



21%
OF FOOD CO-OP SALES,
COMPARED TO THE NATIONAL
GROCERY AVERAGE OF
1.8%
5



FOOD CO-OPS CREATE

9.3 JOBS

PER \$1 MILLION IN SALES,

COMPARED TO

5.8

AT TRADITIONAL GROCERY STORES



FOOD COOPERATIVES
PAY ABOUT
7%

MORE THAN GROCERY STORES FOR THE SAME WORK⁷

ELECTRIC CO-OP IMPACT BY THE NUMBERS



ELECTRIC CO-OPS POWER OVER

21.5 MILLION

BUSINESSES, HOMES, SCHOOLS AND FARMS IN 48



MORE THAN
900
ELECTRIC CO-OPS
OWN AND MAINTAIN
42%

42%
OF U.S. ELECTRIC DISTRIBUTION
LINES, POWERING

56%

OF THE NATION'S LANDMASS3



ELECTRIC CO-OPS
RETURNED
\$1.4 BILLION
IN CAPITAL CREDITS TO
CONSUMER-MEMBERS IN





INVESTMENTS IN RURAL COOPERATIVE

BUSINESSES

RURAL COOPERATIVE
DEVELOPMENT GRANT (RCDG)
PROGRAM

- Authorized through the farm bill
- Only federal program solely dedicated to cooperative development
- Supports job creation, preserved rural businesses and promotes local economic growth

RURAL ENERGY FOR AMERICA (REAP) PROGRAM

- Provides loan guarantees and grants to producers and rural small business co-ops
- Supports energy efficiency improvements and systems
- Future-planning to increase renewable energy development



RURAL REALITY

- Diverse
- Blessed with abundant natural and cultural assets
- Subject to dynamics of previous generations
- Policy interventions that overlooked parts of the economy
- Result: rural continues to lose around key outcomes



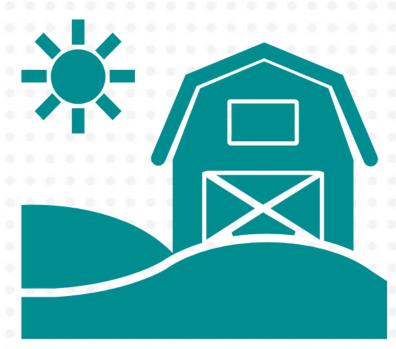




RURAL IMPERATIVE IN THE FARM BILL

WHY FOCUS ON RURAL POLICY?

- EQUITY: Rural people deserve economic opportunities just as everyone does.
- ECONOMY: Rural has much to offer a sustainable economy
- RESILIENCE: Increasing quality of life and climate friendly







POLICY STRATEGIES TOWARD THE FUTURE

CAPACITY BUILDING IS KEY

- Rural economies are diverse. Policy interventions must be flexible and tailored to the rural reality — including increasing racial and ethnic diversity.
- Knowledge-based economy. Rural positioned to gain and lose.
- Data. Rural people must have a voice and feel empowered within their institutions and the economy.



EXAMPLE: COOPERATIVES

COOPERATIVES FOCUS ON SERVICES PROVIDED TO THEIR MEMBERS AND COMMUNITIES, NOT RETURN ON INVESTMENT

- Cooperatives are user-owned
- Cooperatives are user-controlled
- Cooperatives benefit users

BENEFITS OF COOPERATION

- Responsive to its member-owners and, in turn, the local community
- Puts power in the hands of community members
- Develops, sustains and grows an organized base of people and leaders who act together through democratic structures







