

*You're at home here.*



# SUSTAINABILITY REPORT

2021



Central Alberta Co-op Ltd.

*You're at home here.*



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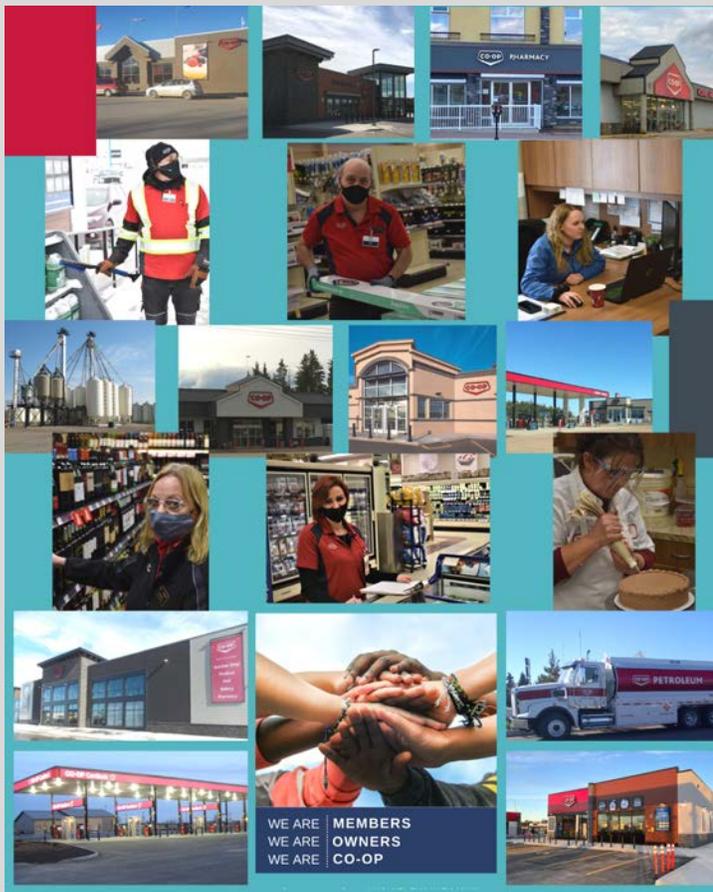
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# About us

Central Alberta Co-op is here to serve our members & customers with products and services that help build, feed and fuel individuals and communities. We are a different kind of business - we are truly local. We live where you live, we work where you work and help grow the economy in Central Alberta. We were built by you, for you.

We are a dynamic business with 43 locations across 10 communities in Central Alberta and employ over 700 team members. We are proud to offer a supportive working environment based on our Brand Values.

Our guiding statements and values are reflected in our daily decisions. They enable us to create value for all our stakeholders; external and internal.



From humble beginnings and roots that run deep, Central Alberta Co-op is proud of our longstanding involvement with the Central Alberta communities we serve.

## 1912

In April of 1912, the Medicine Valley Estonian Society met to discuss the creation of a consumer co-operative. This meeting led to the formation of the Eckville and Gilby Co-operative Company.



## 1934

In 1934, a group of community members formed a central purchasing agency, naming it Innisfail & District Co-operative Association.



## 1937

In 1937, the charter was issued for Red Deer Consumers Co-op. In 1956, the new Red Deer Co-op Limited was born, selling food, hardware and farm supplies.



## 1939

The Spruce View Co-op started in 1938 and was incorporated in 1939 as "The Corner Co-op". Being the only retail store in Spruce View, the Co-op has always been the hub of the community.



## 2008

In 2008, after working closely together for almost 60 years, Innisfail and Spruce View Co-ops had a vision for the future of these two Co-ops, and amalgamated to form Central Alberta Co-op Ltd.



## 2013

In 2012, the members of Central Alberta Co-op and Red Deer Co-op voted unanimously to join and formed the new Central Alberta Co-op. This provided expanded service to all members.



## 2017

Co-ops were built on the concept for working together to help service their communities better. Eckville and Central Alberta Co-op saw this partnership as being beneficial not only to the Co-op's themselves but also to the member/customers and the communities they served.



# A message from your CEO

It is with great pleasure that Central Alberta Co-op is providing our first sustainability report. It was apparent through ongoing conversations and surveys that we had an opportunity to inform our members and team members of our key initiatives around sustainability, which we are very proud of at Central Alberta Co-op. We have always been committed to sustainability but have not established an effective method or process of telling our story. Our commitment to sustainability allows us to provide distinct benefits to our members and our communities by means of environmental responsibility, economic impact and support of local groups and programs in our communities.

One of our corporate pillars is "Sustainability". Our goal is "To create a better place to live, work and play by investing in our communities and through environmental responsibility". Our key focus areas within this goal are investments in our communities, member engagement and our carbon footprint. The Board and Executive Leadership Team understand we are on a journey to better understand our environmental impact and will seek opportunities to make improvements that will positively impact the environment. Here are a few things we have been focusing on: recycling, waste reduction, diversion from the landfill, energy efficient equipment and environmental due diligence.

At Central Alberta Co-op, we are deeply rooted in the communities we serve and are committed to investing time, resources and contributing financially. Two key Brand Values are "Locally Invested" and "Community Minded". The contributions that our association and team members have made both financially and through volunteerism helps foster a sense of pride and commitment to our communities.

Central Alberta Co-op will continue down this journey of sustainability while continuing to focus on improving our economic, social, people and environmental initiatives. Through our commitment, dedication and responsibility, we will continue to focus on making our communities a better place to live, work and play.

Your CEO,

Rodney Perigny



# 2021 Highlights



Sales  
**\$342 Million**

Cash Back  
to Members  
**\$3.7 Million**



Local Salaries &  
Benefits  
**\$32.5 Million**



Patronage &  
Allocation  
**\$7.4 Million**

**16 New Jobs created in 2021**



Our Newest  
Addition  
**South  
Gaetz**

**Christmas  
Cheer**



Team Members  
brought Christmas  
to life for 22 families



## "Best of" Awards

**RED DEER**  
Best Grocery Store  
Best Gas Station  
Best Pharmacy  
Best Liquor Store

**INNISFAIL**  
Best Customer Service  
Best Bakery  
Best Car Wash

**STETTLER**  
Best Gas Station

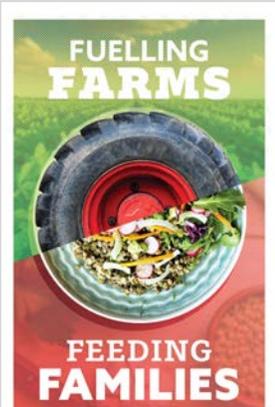
**LACOMBE**  
Best Gas Station  
Best Produce Selection

*"We truly are a reflection of our customers"*



Fuel Good Day  
**\$8,089.38**

# Supporting Local



Being a local business ourselves, it is important that we are working with and supporting our local producers. As a Co-op, choosing local is vital to who we are and what we value. It is important to you, our members and guests, so it is important to us.

We are proud to be fuelling fields and feeding families. Our Agro and Petroleum teams work with our local producers on best practices through their Grown with Purpose program.

At your local Central Alberta Co-op Food stores you will find over 600 items that are produced in Alberta and over 70 quality products that are produced in Central Alberta.

Our Gas Bars are pleased to partner with Homestead Firewood and Sand Bags - two essentials you need in Central Alberta.



In 2021, the Liquor Division enjoyed collaborating with some of our local breweries for some great causes. They had the pleasure of working with Field & Forge for Dress for Success and Snake Lake Brewery for the Lending Cupboard. Their partnership with Troubled Monk resulted in our exclusive Adequate Vodka Soda.

We are proud to work alongside local producers. Supporting the local economy and providing a hand up to local producers are just two of the many benefits realized when providing our guests with local products.



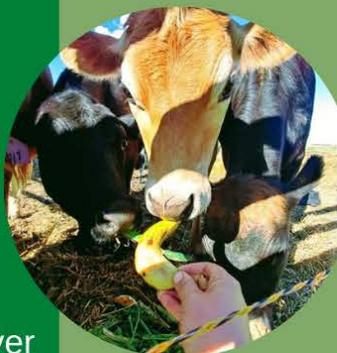
# Keeping it Green!

Whether it is our Food Division diverting waste through the LOOP program or a chemical pick-up day at one of our Agro locations, Central Alberta Co-op is committed to utilizing and discovering new ways to ensure we are doing everything we can to keep our communities sustainable and resilient.

From farm-to-fork and everything in between, Central Alberta Co-op is committed to limiting food waste at every stage of the supply chain.

We're excited to partner with local farmers to divert food waste from landfills.

Through the LOOP program, **1,093** pickups were made by **69** farms. Over **575,000** lbs. of food waste was diverted from landfills.



We helped keep the shelves of our local Food Banks stocked. This was made possible through donations at our locations along with Good Buy Hunger bags purchased by you, our fabulous guests. Over **113,000** lbs. of food in total was donated in 2021.



## PAINT RECYCLING

Your Farm & Home Centres were pleased to take part in the free paint recycling event in 2021. This kept mis-tints, part cans and old stock out of the landfill.



To help keep old or unused medications from entering our water supply or in the landfill, your Pharmacy Division is part of the Envirx program.

These medications are accepted at the three pharmacy locations, collected and then incinerated in an environmentally friendly manner.

**ENVIRX** RETURN OLD OR UNUSED MEDICATIONS FOR ENVIRONMENTALLY FRIENDLY DISPOSAL





Innisfail Agro was pleased to be the Central Alberta collection site for Cleanfarms. Farmers were invited to drop off their unwanted or obsolete agricultural pesticides as well as unused livestock/equine medications. These were collected and then safely disposed of.



## Location Initiatives

**VEHICLE BATTERY RECYCLING**

**ECO CARE**

Co-op® Premium Batteries are made up of virtually 100% recycled material. Co-op recycles up to 90% of the batteries we sell each year! Bring your old batteries back to Co-op, and together we can reduce our impact on the environment.



For the past few years, LED lighting has been utilized in all new Central Alberta Co-op projects. It is an ongoing initiative to convert all locations to this lighting source.

Motion sensing lighting is also used in all new builds. This is included in the coolers as well as some offices.



# Economic Impact

*It pays to be a member!*

Central Alberta Co-op is a different kind of business. We are a company that believes in sourcing local products, providing great jobs and helping others here at home. We are owned by our local members, not by far-away shareholders.

Each year, your elected Board of Directors decides whether to put aside a percentage of purchases to be given to owners in the form of cash back and deposits into owners' equity accounts. The equity allocation percentages are, based on purchases made in 2021:



**More than \$7.4M**

has been allocated to owners for the 2021 fiscal year!

**\$3.7M**

of that is cash, going right into the hands of our owners.



**Locally Invested**

**Community Minded**

**Lifetime Membership Benefits**

# Community Support

Central Alberta Co-op was built on a foundation of community involvement and service. We are part of your hometown and we care about and support the causes that matter to you and your community. We strive to make our communities better places to live, work and play.

Red Deer County  
Meal Delivery  
Program  
**\$4,300**



Over \$10,000  
raised for local  
charities at our  
Gas Bars!

**\$4,050**

Your Central Alberta Co-op  
Farm, Home and Agro locations want to help you  
**Grow Greener to GIVE!**

Purchase an 18kg pail of  
LAWN FERTILIZER &  
we'll donate \$5.00 to a  
CHARITY IN YOUR COMMUNITY!

Farm Centres - Eckville & Spruce View  
Home Centres - Innisfail & Red Deer  
Agro Centres - Crossfield, Innisfail  
Lacombe & Stettler



Gift Card Program  
provided over \$11,000  
to various groups.



Monthly birthday cards, holiday  
treats and decorating kits were  
enjoyed by our Kids Club  
members.



Farm, Home &  
Agro Centres  
Grow Greener



Mustard Seed  
**\$15,000**



4-H Beef Clubs  
**\$22,000**



**Over 200 local groups were supported through Member  
Relation Programs**

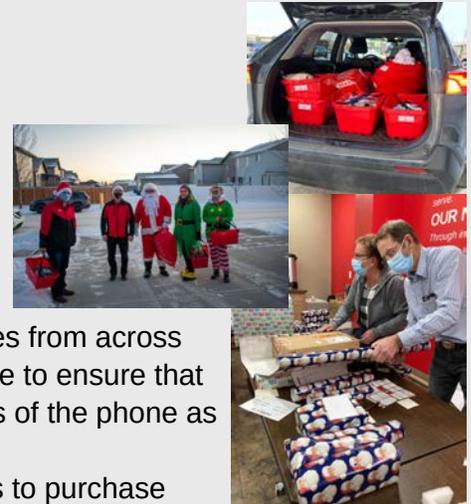
# Co-op in the Community

## Spreading Christmas Cheer

For your Central Alberta Co-op team members, Christmas this year was a time to be in our communities, spreading Christmas cheer to those facing struggles through the holiday season. Our team members and guests were invited to nominate a family that could use a hand up. With 100 nominations submitted, 22 families from across our trading area were selected. Phone calls to the families were made to ensure that Santa had everyone's wish on his list. Tears were shed on both sides of the phone as the families were so humbled and excited to be chosen.

Then came the easiest part, we put the call out to our team members to purchase a gift or two off Santa's list. It was amazing to watch the lists being checked off and the presents starting to roll in. It took 20 people just over 2 hours to wrap all the gifts and get Santa's bags filled. Over three days Santa and his elves travelled over 540 km to drop off the gifts, as well as a full turkey dinner to all the deserving families. There really is no way to describe the look of relief on a parent's face when they see that they can have a Christmas Dinner with all the trimmings and that their children's Christmas wishes were going to come true!

Christmas Cheer would not have been possible without the thoughtfulness of those who nominated deserving families. It would not have been possible without the awesome Central Alberta Co-op Team! They truly live our values each and every day. They embraced the opportunity to give back and to lend a hand up.



# Corporate Asset Protection

Retail asset protection along with health and safety are vital to the success of your Central Alberta Co-op.

Through ongoing training, team members are given the resources needed to ensure our teams, members, guests are safe and our assets are secure.



**16**  
FORMAL H & S  
NEWSLETTERS

**504**  
FORMAL H & S  
INSPECTIONS

**STOP THEFT  
PROGRAM**

**TEAM LEADER  
ASSET PROTECTION  
TRAINING**

**SECURITY & FIRE  
SUPPRESSION  
SYSTEMS**

**110**  
H & S COMMITTEE  
MEETINGS

**81**  
FORMAL JOB SPECIFIC  
HAZARD ASSESSMENTS



# Team Member Engagement

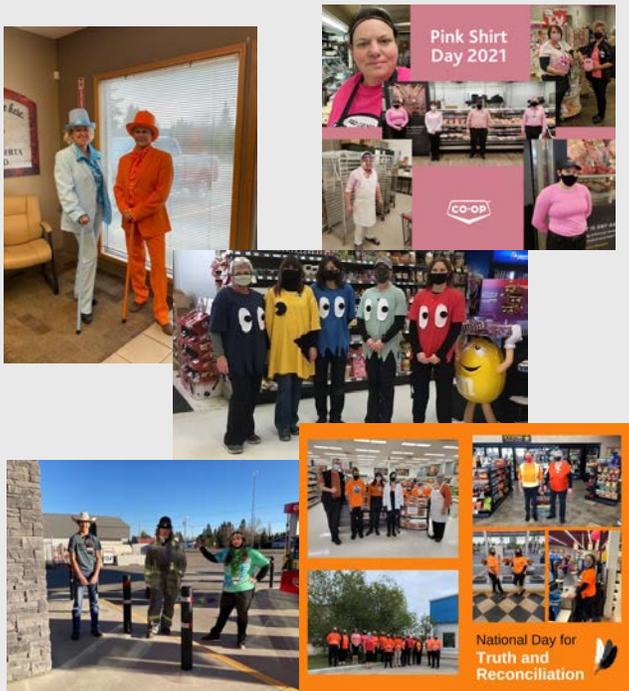


Central Alberta Co-op is committed to fostering a safe and respectful workplace. We would not be Central Alberta Co-op without our fantastic team. They are critical to the success of your Co-op and are committed to providing the best customer experience to each and every one of our guests. They live our values of Excellence, Integrity & Responsibility on a daily basis and truly bring "You're at home here" to life.

We are pleased to recognize our team leaders and team members through our Values in Action program. VIA's are presented when our team members demonstrate our brand values and for going above and beyond. As we strive to make a difference in members lives, our Mystery Shop program was launched in 2021. This helps us measure great customer experience, enhances better techniques to improve and provide a positive shopping experience.



Our team is truly our greatest asset and it is important that we invest in them. Training, development and succession planning were key in 2021. With e-learning and in-person courses, hands-on training and development plan opportunities, we encourage our team members to be the best they can be. Employee engagement and communication is important to Central Alberta Co-op and ties into our company's guiding statements and values. To give the team a place to be open, honest and engaged, two communication surveys were conducted in 2021 and they are encouraged to participate in the employee engagement survey conducted every two years.



With the pandemic still causing uncertainty with graduation celebrations, we were happy to enjoy our second annual Graduation Celebration with our graduating team members.

# CENTRAL ALBERTA CO-OP

## WHO ARE WE?

We are 43 locations in 10 communities

Food Stores	
Deer Park	2 - 69 Dunlop Street, Red Deer
Eckville	4924 - 50 Avenue, Eckville
Innisfail	4303 - 50 Street, Innisfail
Lacombe	5842 Hwy 2A, Lacombe
Spruce View	2021 - 10 Avenue, Spruce View
Timberlands	3101 - 499 Timberlands Drive, Red Deer

Liquor Stores	
Deer Park	17 - 69 Dunlop Street, Red Deer
Innisfail	4919 - 47 Avenue, Innisfail
Lacombe	7 - 5832 Hwy 2A, Lacombe
Spruce View	1918 - 10 Avenue, Spruce View
Stettler	4821A - 62 Street, Stettler
Taylor	545 - 6730 Taylor Drive, Red Deer
Timberlands	4101 - 499 Timberlands Drive, Red Deer

Gas Bars	
Blackfalds	4501 Broadway Avenue, Blackfalds
Castor	9 Crowfoot Crossing, Castor
Deer Park	1 - 69 Dunlop Street, Red Deer
Innisfail	4303 - 50 Street, Innisfail
Lacombe	5850 Hwy 2A, Lacombe
Spruce View	2024 - 10 Avenue, Spruce View
Stettler	4821 - 62 Street, Stettler
Taylor	700 - 6730 Taylor Drive, Red Deer
Timberlands	6101 - 499 Timberlands Drive, Red Deer
South Gaetz	120, 3115 -50 Avenue, Red Deer

Pharmacies	
Deer Park	13, 69 Dunlop Street, Red Deer
Downtown	140-4707 50 Street, Red Deer
Timberlands	3101-499 Timberlands Drive, Red Deer

Home / Farm Centres	
Innisfail	5008 - 44 Avenue, Innisfail
Red Deer	4738 Riverside Drive, Red Deer
Eckville	4804 - 57 Avenue, Eckville
Spruce View	2021 - 10 Avenue, Spruce View

Agro Centres	
Crossfield	29340 Hwy 2A, Crossfield
Innisfail	35435 Range Rd 282, Innisfail
Lacombe	3407 - 52 Avenue, Lacombe
Stettler	39021 Range Road 19-3, Stettler

Cardlock Locations	
Castor	9 Crowfoot Crossing, Castor
Eckville	4804 - 57 Avenue, Eckville
Elnora	103 Main Street, Elnora
Innisfail	5008 - 44 Avenue, Innisfail
Lacombe	3401 - 52 Avenue, Lacombe
Queens	200 Queens Drive, Red Deer
Spruce View	2024 - 10 Avenue, Spruce View
Stettler	4609 - 41 Street, Stettler

<b>Corporate Office</b>	6201 - 46 Avenue, Red Deer
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## WE ARE CO-OP!

# Our Values, Vision and Mission

## OUR VALUES

### EXCELLENCE

Be All You Can Be

### INTEGRITY

Sincere, Trustworthy, Accountable

### RESPONSIBILITY

Committed to Employees, Members & Community

## OUR VISION

Be the preferred shopping destination in the  
communities we serve

## OUR MISSION

Through inspired team members, we will create value to our  
customers for the benefit of our communities by providing  
outstanding service.



Central Alberta



WE ARE  
WE ARE  
WE ARE



CENTRAL ALBERTA  
MEMBERS  
CO-OP