



P(09)4255:1 – PK

Brussels, 24 June 2009

Dear members of the “great cooperative family”, ladies and gentlemen

It my great pleasure and honour to present the winners of the “European Award for Co-operative Innovation”(EACI).

This award is the culminating moment in commemorating the 50th anniversary of Cogeca !

In the beginning of 2008, the Cogeca Presidency established this Award as an effective instrument to promote awareness among our member cooperatives of both the need to engage into innovative solutions, and to contribute to disseminate its achievements.

Therefore we were also pleased when in May 2008 the European Parliament adopted a proposal of the European Commission and proclaimed 2009 as the year of “Innovation and Creativity”.

Despite (or even, even more because of) the current financial and economic crisis, political and business leaders have voiced their concerns for a much needed effort for genuine, innovative and creative solutions to our ever increasing economic problems.

The agribusiness sector in particular, faces multiple challenges as it endeavours to meet the increasing demand for food, fuel and fibre, whilst maintain the carrying capacity of our common natural endowment in a sustainable framework.

Cogeca’s response to these challenges was the creation of the “European Award for Co-operative Innovation”, as a means to further stimulate cooperatives to pursue such breakthrough development patterns.


The Jury decided to award the most innovative projects, following an evaluation whose main criteria were the level of innovation, strategic importance and transferability potential

Detailed information concerning the award as well as the winning innovation projects is also available at: <http://www.eaci.copa-cogeca.eu>



A handwritten signature in black ink, appearing to read 'Gert van Dijk'.

Gert van Dijk
Cogeca President

Winners of the 2009 “European Award for Cooperative Innovation”

Category	Name of the Cooperative	Sector	
<p>Food processes</p>	<p align="center">FEIRACO S.C.G. (Spain)</p> 	<p>Dairy</p>	<p><u>Profile:</u> Feiraco is amongst the major dairies active in the Spanish market, producing a variety of traditional as well as novel, functional types of fresh milk, milk products, yoghurt and cheese.</p> <p><u>Innovation:</u> FEIRACO S.C.G. has introduced some particularly important innovations in feed production techniques, as well as in animal feeding methods. The entrepreneurial objective of this approach is, to differentiate, in a natural manner, in one of the most important food categories - milk. Such a differentiation is necessary in order to build a distinctive brand identity and ultimately, in order to claim an increased proportion of consumers' price in the value chain.</p> <p>For further information please check: http://www.feiraco.es</p>
<p><i>“Special Achievement Award”</i></p>	<p align="center">COSELVA S.C.C.L. (Spain)</p> 	<p>Olive Oil, Dried Fruits, Nuts</p>	<p><u>Profile:</u> COSELVA, is a cooperative with deep historic roots in the agriculture development of its rural community. In this long period COSELVA has adapted in different conditions, activities and structures, but currently focuses on the production and marketing of hazelnut, nut products and olive oil, while it also provides inputs, supplies and credit services to its members.</p> <p><u>Innovation:</u> The Jury valued the innovative approach of COSELVA to develop a tailor made system (equipment and processing methods) to peel hazelnuts. By introducing this self-invented and specifically adapted new processing method, COSELVA will be able to support its product differentiation objective. This strategy aims to improve the quality of its' products as well to improve effectiveness in processing, leading to marketing and financial benefits.</p> <p>For further information please check: http://www.coselva.com/</p>

<p>Non-Food processes</p>	<p>CANTINA PRODUTTORI CORMONS s.c.a.</p> <p>(Italy)</p> 	<p>Viticulture/ Wine</p>	<p><u>Profile:</u></p> <p>Cantina Produttori Cormòns was founded at the end of the nineteen sixties in order to take stock of the centuries old wine tradition in the region. The founding members envisaged a unique way to match tradition with modern wine making methods and development of the local community.</p> <p><u>Innovation:</u></p> <p>CANTINA PRODUTTORI CORMONS has launched a number of innovative activities related to the production, processing and marketing of wine. Because of the integrated nature of these innovations in different parts and stages of the whole wine making and marketing chain, CORMONS was awarded the prize in the non-food category.</p> <p>For further information please check: www.cormons.com</p>
<p>Environnement</p>	<p>Badischer Winzerkeller eG</p> <p>(Germany)</p> 	<p>Viticulture/ Wine</p>	<p><u>Profile:</u></p> <p>BADISCHER WINZERKELLER was established in 1952, when it created a large, modern cellar and developed over the years to one of the most productive wineries in the country. The long term strategy of the cooperative is continuous finely tuned balance between tradition and adoption of state of the art techniques. The objective is to create wines that fulfill the most demanding expectations of our wine consumers. Great care in tending the vines in the vineyards, is accompanied by a natural and environment-conscious handling at the processing stage in the cellars.</p> <p><u>Innovation:</u></p> <p>In particular BADISCHER WINZERKELLER was undertaken innovative initiatives to improve the sustainability of wine production , marketing and communication methods .</p> <p>For further information please check: www.badischer-winzerkeller.de/</p>

<p>Co-operative Entrepreneurship/Member service</p>	<p>CARNES OVIARAGON S.C.L. (Spain) </p>	<p>Meat</p>	<p><u>Profile:</u> Grupo Pastores, was created 25 years ago from 25 sheep farmers active in the Spanish region of Aragon. Since then it has developed in to the leading Cooperative in the Spanish sheep meat sector, with a current number of 1300 members and has organised in multiple vertically integrated enterprises.</p> <p><u>Innovation:</u> CARNES OVIARAGON has engaged in a series of innovative actions, to improve the services provided to its members in multiple ways at the various stages of meat production.</p> <p>This innovative project is a demonstration of how to efficiently respond to consumer demands in a food category that faces many restrictions and especially in an area that is characterized by structural deficiencies.</p> <p>For further information please check: www.grupopastores.coop</p>
<p>Food Chain</p>	<p>The Greenery U.A. (The Netherlands) </p>	<p>Horticulture</p>	<p><u>Profile:</u> The Greenery is a market-oriented horticultural cooperative owned by 1,250 member companies which market all their products via The Greenery B.V., one of the leading concerns in Europe in the vegetable, fruit and mushroom sector.</p> <p><u>Innovation:</u> THE GREENERY introduced an effective way to improve the performance of the cooperative in collaboration with partners in the food chain. This project demonstrated how cooperatives in close collaboration with their members and partners in the food chain, may innovate and improve their effectiveness with the ultimate objective to improve their competitiveness.</p> <p>For further information please check: www.thegreenery.nl</p>

Sponsors:



Rabobank Group is a full-range financial services provider that operates on cooperative principles. Its origins lie in the local loan cooperatives that were founded in the Netherlands nearly 110 years ago by enterprising people who had virtually no access to the capital market.



Federcasse : National Federation of Cooperative Banks, The Italian Federation of Credit Cooperatives (Federcasse) established in 1950, is the national association that represents a specific category of banks. The specific nature of these banks relates to the following elements : reduced dimension, cooperative structure, association with the local area, mutuality and special collaboration with their members.