

# WISCONSIN

ASSETS: **\$25 BILLION**

REVENUE: **\$8.6 BILLION**

MEMBERS: **2.6 MILLION**

JOBS CREATED: **18,970**



## WISCONSIN CO-OPS AT A GLANCE

Co-ops in Wisconsin are working to build a better world by creating quality jobs, building community wealth, protecting the environment, reducing poverty and strengthening the local economy.

### ORGANIC VALLEY

NCBA CLUSA member Organic Valley—a farmer-owned cooperative headquartered in La Farge—surpassed \$1 billion in sales in 2015, making it the first billion-dollar organic-only food company.

### CDS CONSULTING CO-OP

Madison-based CDS Consulting Co-op helps its clients achieve decent livelihoods and become strong marketplace competitors whose success is predicated on ethical business practices.



Organic Valley farmer Terry Ingram is leading the “Generation Organic” revolution among new family farmers in the U.S. Here, he speaks at NCBA CLUSA’s 100th Anniversary kick-off event at the National Press Club in Washington, D.C.

## WISCONSIN TOP CO-OPS BY SECTOR

CREDIT UNIONS: **262**

AGRICULTURE: **115**

HOUSING: **54**

UTILITIES: **40**

INSURANCE: **33**

FOOD: **30**

ELECTRIC: **26**

## ABOUT CO-OPS

According to federally-supported research by the University of Wisconsin Center for Cooperatives, co-ops inject \$3 trillion into the U.S. economy every year. Located in every state and every Congressional district in the U.S., co-ops create millions of jobs and offer solutions to meet challenging public policy issues—from affordable housing to early childhood learning. They spur economic growth in underserved rural America; empower individuals, families and communities; and ensure that Americans have access to high-quality goods and services at competitive prices from businesses they trust.

## ALDER REBECCA KEMBLE WANTS TO GOVERN MADISON LIKE A CO-OP

"I'm thinking of the city as one big co-op," Rebecca Kemble said, shortly after her election in 2015. "We're all members of this community and ideally we're 'one person, one vote,' with the same level of influence in policy decisions."

Kemble was recently elected alder of Madison's north side City Council District 18 on a people-centered economic development platform.

A lifetime member of healthcare co-ops and credit unions, Kemble's first experience as a worker-owner was at Union Cab, a taxi cooperative serving south-central Wisconsin.

"It blew me away," she said. "I couldn't believe that a company of 200 worker-owners, representing such a diverse range of people, could actually run their own \$6 million company. It opened my mind to a whole new world of economic democracy. You look out there and realize that there's no "them" making decisions for us. It's us. We get to be the protagonist of our own story."

As alder Kemble is committed to building economic democracy in Madison. "I feel a sense of urgency



**"The world we live in doesn't have to be a zero sum game. We're people, we created the system we live in, and we can change it if we have the collective will to do so,"** said Rebecca Kemble, alder of Madison's north side City Council District 18.

about defending the democratic spaces still left to us," she said.

Cooperatives, she said, can be a major solution to inequity.

"We need to build the capacity of the people in our neighborhoods who are underemployed or unemployed. No one's told them that it's an option to create your own cooperative enterprise. You don't have to be an entrepreneur by yourself; you can engage in collective entrepreneurship, spread the risk and also start spreading the profits."

Founded in 1916, the National Cooperative Business Association CLUSA International is the trade association for cooperative businesses in the U.S. and an international development organization active in Africa, Southeast Asia and Latin America. For 100 years, NCBA CLUSA has advanced, promoted and defended co-op enterprise, highlighting the impact that co-ops have in bettering the lives of individuals, families and communities.

**NCBA CLUSA**  
The National Cooperative Business Association • CLUSA International

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