

Embracing Change in the Age of Brexit

Steve Murrells, Co-op Group CEO
Oxford Farming Conference
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@Steve_Murrells





PHOTOGRAPH OF THIRTEEN OF THE ORIGINAL MEMBERS
OF THE
ROCHDALE EQUITABLE PIONEERS' SOCIETY.

DEFIANT RADIO

R.G.S.H. 651 A.C.

A modern autochange radiogram that plays up to eight records, 10" or 12", or a mixture of both. Four-valve radio receiver with 10" high-efficiency speaker. Sockets fitted for extension speaker. Cabinet dimensions: 33" wide, 31" high, 16" deep.

Price (including Purchase Tax) £60. 17s. 4d.

FROM CO-OPERATIVE SOCIETIES EVERYWHERE



Printed by Co-operative Wholesale Society, Longsight, Reddish, Leicester.

Between Games—
Serve **C.W.S. BISCUITS**
Sure to be popular

GIVE YOUR HOME
lasting beauty!

C.W.S. Super High Gloss Enamel Paint is the obvious choice for a really first-class painting job. The top-quality materials that go to the manufacture of this C.W.S. Paint give it a remarkable durability that will delight every houseproud householder. The brilliant range of 36 shades can be extended by the inter-mixing of white to give an almost infinite variety of tints.

C.W.S. enamel paint
SUPER HIGH GLOSS
8/10 ONE PINT TIN

C.W.S. enamel paint
UNDERCOAT
8/10 ONE PINT TIN

Super High Gloss Enamel Paint | 8/10 ONE PINT TIN
Undercoat | 8/10 ONE PINT TIN

Ask for **C.W.S. PAINTS** and be sure!

C.W.S. CYCLES

'Follow your Leader'
FOR **C.W.S. JAMS**
AND **MARMALADES**
Simply Delicious!





DOUBLE TODAY
dividend stamps

MINCE BEEF	4/10 ^b	NZ LAMB LEGS	5/6 ^b
STEAK & KIDNEY	5/1 ^b	SHOULDERS	3/6 ^b

IMPORTED BEEF SAUSAGES

SILVERSIDE	7/1 ^b	THIN PORK	3/10 ^b
FRYING STEAK	6/10 ^b	THIN BEEF	3/4 ^b

dividend stamps are here

DOUBLE dividend stamps

LATE NIGHT SHOPPING... ON... FRIDAYS CLOSE 8^{PM}

SUGAR 2/4^b BREAD ALL LARGE LOAVES 1/4^b

GLORY BUTTER

PEACHES TEA 99





Leading change

Face into the problems

Take the painful decisions

Take your team with you

Start at the shelf-edge

Focus on execution



The
BIG
Questions

What's the Co-op for?

Do we still matter?

Are we still relevant?

How do we prove it?



BACK TO BEING CO-OP



oo
oo

o

number
by

Get 5%

back on all
Co-op products

Give 1%

back to your
local cause



million

Together, **Co-op Members** helped raise an amazing **£20 million** for local causes

#TheCoopWay





coop

My community
My choice

£70 million

back to Co-op members







coop





IRRESISTIBLE

ALL BUTTER

Triple Chocolate Cookies

Finely balanced trio of dark, milk & white chocolate

CO OP

Per cookie (approx. 25g)

Energy	Fat	Saturates	Sugars	Salt
496kJ	5.3g	3.2g	8.7g	0.21g
118kcal	High	High	High	Med
6%	8%	16%	10%	4%

V Vegetarian

200g e

% of an adult's reference intake
Typical values per 100g: Energy 1985kJ/473kcal
For Best Before Date: See Base of Pack. Store in a cool, dry place. Serving suggestion.

IRRESISTIBLE

OUTDOOR BRED

Dry Cured Unsmoked Back Bacon

Hand cured and air dried to develop a mature full flavour

CO OP

230g e

Per 2 rashers (approx. 71g)

Energy	Fat	Saturates	Sugars	Salt
190kJ	8.1g	1.0g	0.1g	0.12g
45kcal	Med	Low	Low	Med
7%	15%	2%	1%	2%

British pork

Typical values per 100g: Energy 770kJ/184kcal
For Best Before Date: See Top of Pack. Keep in fridge 2 to 5°C

Available for freezing

BACON

RSPCA ASSURED

IRRESISTIBLE

RICH & CREAMY

Sweet Potato & Goats Cheese Pie

Soignon goats cheese with extra mature cheddar, spinach and spiced sweet potato, topped with pumpkin seeds and golden breader crumbs

CO OP

LIMITED EDITION

Per 2 tablespoons (approx. 30ml)

Energy	Fat	Saturates	Sugars	Salt
250kJ	4.4g	6.4g	6.4g	<0.01g
400kcal	Med	High	Low	Med
20%	20%	32%	8%	25%

% of an adult's reference intake
Typical values per 100g: Energy 1020kJ/245kcal

Suitable for freezing

Ready to eat hot or cold

Use By

150g e

Keep in fridge 2 to 5°C

IRRESISTIBLE

HAND COOKED

Sea Salt & Chardonnay Wine Vinegar Crisps

Specially selected potatoes grown in Herefordshire, hand cooked in small batches and seasoned with sea salt and a distinctively punchy Chardonnay wine vinegar

CO OP

Per 15 rashers (approx. 30g)

Energy	Fat	Saturates	Sugars	Salt
162kJ	10g	1.0g	1.1g	1.0g
38kcal	High	Med	Low	High
10%	20%	2%	1%	20%

British Potatoes

% of an adult's reference intake
Typical values per 100g: Energy 2421kJ/581kcal
For Best Before Date: See Back of Pack. Store in a cool, dry place.

V Vegetarian

Gluten Free

150g e

coop

Costcutter[®]
Shop the way you live

Nisa
Making a Difference Locally

1,000,000

New members



oo
op

1



%

THANK YOU!





1



%

fresh British meat, even in our £6 meal deals

Refers to Co-op own brand fresh meat products, excluding continental meats. Serving suggestion. Meal deal T&Cs apply - see below for details.



**£1 Billion investment in
British farming**



**CHAMPION THE CO-OP
LIKE WE'RE
CHAMPIONING YOU!**



A co-operative BREXIT







coop

More farming Co-ops in the UK



A co-operative BREXIT





Photo credit: The Times



Thank you

coop