



new1 iCOOP KOREA Fights against the Closure of Jinju Medical Center



On April 12 8:40 pm, six Saenuri Party members of the Culture and Welfare Committee at the Gyeongsangnam-do Provincial Council rushed through amended ordinance containing article on the dissolution of Jinju Medical Center. The bill was scheduled to be passed in the plenary session of the council but was by a series

of protest of opposition lawmakers and union members. On April 23, after two union members went into sit-in at a steel tower in front of the government's office. The extraordinary session will be convened for the issue in May.

28 civil society organizations constituted 'Special committee for expansion of public health services and against closure of Jinju Medical Center'.

On April 1, 6 iCOOP member co-ops (Gimhae, Changwon, Masan, Geoje, Tongyeong, and Jinju) in Gyeongsangnam-do Province placed an ad in The Kyongnamdomin Ilbo(Gyeongsangnam-do newspaper) with as follows. "For more than 100 years, Jinju Medical Center provided services to the most vulnerable. The center not be closed arbitrarily by governor serv only 3 months in office."





On April 15, iCOOP KOREA held multiple simultaneous declarations in 14 cities nationwide, to withdrawal of the decision shut down the Center and to promote expansion of public health services in Korea. Among them, iCOOP member co-ops in Seoul and metropolitan areas called 80 members together in front of Saenuri Party headquarters and held a press conference. .

“To secure our right, the public health facilities should be enhanced to balance with private sectors. The closure of Jinju Medical Center is equivalent of abandoning the health service iCOOP Consumer Activities the declaration statement. “Jinju Medical Center had contributed to serve as a safety valve for people to pay moderate medical bills against private hospitals by Gyeongsangnam-do Council should stop and the railroaded ordinance.” On April 14, iCOOP KOREA put ads “against closure of Jinju Medical Center and for expansion of public medical services” in Kyung-hyang Shin-mun and Han-kook Ilbo (newspaper) by members.

On April 16, 7 iCOOP member co-ops in Gyeongsangnam-do including Jinju member co-op, had a press conference at Jinju Medical Center and for 3 days.

On April 18, 20 co-op activists formed a human chain to prevent Saenuri Party councilors from entering the building to attend the plenary session. Additionally, candlelight rally, signature-campaign and man demonstrations were held to center and raise awareness the public health.

new2 iCOOP Seed Foundation Signed Business Agreement to Promote Health Sharing Business



On April 16, iCOOP Seed Foundation founded in 2008 to realize healthy and sound society, signed business agreement with 3 health co-ops (Mindle health co-op, Ansan health co-op and Incheon Pyeongwha health co-op) to promote a project, ‘iCOOP Seed Foundation Health Sharing Business’ at iCOOP Consumer Activities.

‘Co-operation among Co-operatives’ and ‘Concern for Community’, 4 organizations start the project to support the medically underserved. Conducted for 2 years in a row, the project will be managed by financial resources of Seed Foundation.

Prior to the business agreement, 2012 project performance report, case study future plans iCOOP Seed Foundation supported 19 to 3 health co-ops. Among them ‘dental treatment for female victims of prostitution and medical services for the undocumented foreign workers’ projects (presented by JO Se-jong chairperson of Mindle health co-op), ‘head lice prevention for Ansan

elementary schoolchildren' project (presented by WOO Se-uk of Ansan health co-op) and 'support of charges for an operation of stomach cancer patients' project (presented by SONG Young-sok of Incheon Pyeongwha health co-op) were introduced.

On April 23, Seed Foundation made sponsor agreement with 'Joyful Union', microcredit co-operative, which has helped independence of low-income or financially excluded people. Total KRW100 million (USD 90,540) will be supported to 'the emergency fund for living expenses' program.



new3

iCOOP KOREA's Report on Member Attitude Survey



On April 10, iCOOP Co-operative Institute held the presentation of interim report on member survey.

The Institute has conducted this research every 3 year from 2006 for the purpose to look into members' lives as consumers and their change of patterns and to evaluate iCOOP KOREA's performance based on the research and feed into policy. YEOM Chan-hee and SON Beom-gyur,

	Online ordering	Natural Dream store
Survey period	Dec. 14 to Jan. 9 in 2012	Nov.26 to Dec. 14 in 2012
The number of respondents	1,511	1,530
Educational background and age	Most respondents are from late 30 to early 40 (35-44, 62%) and college graduates (77.6%)	Most respondents are from late 30 to early 40 (35-44, 67.8%) and college graduates (77.6%) which is 10% higher than national average (68.9%)
Average monthly household income	18.7 % (USD 1,810 to USD 2,716) 25.9 % (USD 2,716 to USD 3,621) 34.7 % (USD 3,621 to USD 5,432)	USD3,720 *The average monthly household income in Korea : USD4,305
Reasons to be a member	89.7% said for buying eco-friendly products (food safety) and became members through introduction from friends or neighbors	56% said because of family members' environment-related diseases
Average monthly purchase amount	USD362	Average monthly number of shopping in Natural Dream is 8.4 times purchasing approx. USD49 at a time. 70.5% of monthly family food budget is spent in Natural Dream stores.
Expectation on iCOOP KOREA	80% said foods of iCOOP KOREA help family health promotion.	Most members purchase iCOOP KOREA's products due to food safety. 37% said they became to understand more about the significance of food safety after joining iCOOP KOREA.
Reasons to use online order/stores	Price of products is cheaper than stores (26.3%) You don't have to carry heavy items to home (22.1%)	High accessibility to the store (39.8%) You can check items by your own eyes (24.4%)
participation inactivities	33% in 2012 17.8% in 2009 19.3% in 2006	
Strength of iCOOP KOREA	Reliability on food 82.3% Ethical consumption and fair trade 77.8%	Reliability on food 24.4% Various items 17%



From last November to January, total 3,012 members in iCOOP KOREA's 75 member co-ops responded to the survey. According to the survey, the highest number of respondents is late 30 to early 40(67%) and college graduates (83.1%).

As same as 2006 and 2009, main reason to join iCOOP KOREA is healthy diet. 89.3% said they became member to purchase safe food and 80% said foods of iCOOP KOREA help family health promotion.

On the grounds that the number of Natural Dream stores increase for years, 12.2% said they became members in stores through telephone or internet. This is 3-fold increase compared to 4.7% in 2009 and approximately 10-fold increase compared to 1.3% in 2006.

Satisfaction with delivery men remains high consecutively but ordering 3 days in advance system is still least satisfactory.

Service improvement, price stabilization and lowering price of everyday items (34.8%) are regarded as iCOOP KOREA's business to be promoted in 2013.

Members buy iCOOP KOREA's products because of their faith and trust on its food safety. Moreover, the survey show that members place great importance on value rather than personal interests, and responded they are willing to pay up to 127% than current price of ethically produced products.

The presentations were followed by discussion and Q&A session. On June 14, the Institute will hold the presentation of final report reflecting the opinions at this day.

Please do not hesitate to contact us for further information

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