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Sent: Thursday, 28 October 2021 12:31 PM
To: marketstudies <marketstudies@comcom.govt.nz>
Subject: The Cooperative model

Dear Commissioners,

The Commerce Commission's over-riding vision is ***ensuring New Zealanders are better off***

We would draw your attention to the cooperative model as demonstrated by Farmlands for the rural sector, can help facilitate ensure New Zealanders are better off by

- Directly impacting the question of equality and the concentration of wealth
- Being locally owned business, the cooperative model has been shown to generate significantly more flow-on effects that materially benefit the local economy than businesses that aren't locally owned
- The points already noted in our submission, viz
 - high levels of economic and democratic participation
 - customer and member satisfaction
 - member engagement
 - the re-investment of profits in the cooperative
 - employee wellbeing,
 - investment in communities and
 - environmental impact.

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for Kiwi Coop Steering Group
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