

Honesty

Your Values, Your Business.

Co-ops represent a truly honest way to do business. With seven organizing principles that shape all co-ops, you'll find cooperatives to be **highly transparent** organizations that **value input** from their member-owners.

Co-ops proudly emphasize that **people come before profits**; as a member-owner, your voice speaks louder than the bottom line. Co-ops **don't have to answer to shareholders**; they care more about meeting their members' needs.

When you're part of a co-op, you know exactly what the co-op stands for. And **exactly where the money goes**.

That's what we mean when we say "**co-ops turn values into good business**."

Learn more about cooperatives at [Go.Coop](#).

Cooperatives are democratic organizations controlled by their members—those who buy the goods or use the services of the cooperative—who actively participate in setting policies and making decisions.

