

Northern Stores Deliver Further Price Reductions under Nutrition North

Winnipeg, November 22, 2011 – The North West Company (“North West”) announced today recent adjustments to Nutrition North subsidy rates are delivering significant additional savings to its ‘Making Healthy Choices More Affordable’ program in 10 Northern stores in northern Manitoba and 10 Northern stores in northern Ontario.

The initial Nutrition North subsidy levels took effect on April 1st, 2011. Combined with lower freight rates negotiated by North West, this resulted in a \$6 million (annualized) price reduction on nutritious foods sold by Northern. The newest subsidy rates, which took effect on October 1st, have created an additional \$6 million (annualized) savings for 67 communities.

“Local shoppers are starting to see major price decreases on key, nutritious food items,” says Michael McMullen, Executive Vice-President, Northern Canada Retail division of The North West Company. “As an example, four-litre milk has dropped in price by over six dollars, from \$13.49 to \$6.79 in Garden Hill, and by over five dollars, from \$13.69 to \$7.89 in Attawapiskat. Compared to low-nutrition beverages such as soft drinks, milk is now 80% cheaper on a same portion basis.”

“Even before the October 1st price changes, access to healthy choices was becoming more affordable,” McMullen adds. “Over the last two months, Northern and NorthMart customers have bought approximately 10% more nutritious food – on average customers are saving 24% on a list of nutritious product. Simply put, our customers are buying more milk, more fruit, more vegetables and more meat.”

“We look forward to working with communities, other interested parties and Aboriginal Affairs and Northern Development Canada to ensure Nutrition North continues to strengthen and be relevant to northern residents. The top priorities include increasing accessibility to affordable country foods, ensuring program funding becomes more predictable and is not reduced in any significant way from current levels during the next federal government fiscal year, beginning April 1st, 2012,” concludes McMullen.



The North West Company is a leading retailer of food and everyday products and services to rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and the Caribbean.

About Northern

Northern, a division of The North West Company, is the largest local employer in Canada's North, with over 3,100 employees and an annual payroll exceeding \$65 million. Northern is the largest private sector employer of Inuit and First Nations people in Canada. It has invested \$271 million in capital in the 134 northern communities across Canada in infrastructure, inventory and other assets. Northern purchases \$34 million in goods and services in northern communities annually.

For more information contact:

Connie Tamoto

Manager, Corporate Communications

P: 204.934.1672, C: 204.918.0344

E: ctamoto@northwest.ca

