



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.

Northern and NorthMart Stores Deliver Further Price Reductions under Nutrition North

Winnipeg, November 1, 2011 – The North West Company (“North West”) announced today that recent adjustments to Nutrition North subsidy rates are delivering significant additional savings to its Northern and NorthMart shoppers in eligible communities.

The initial Nutrition North subsidy levels took effect on April 1, 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 and NorthMart. The newest subsidy rates, which took effect on October 1, 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 for Northern and NorthMart stores. “As an example, in Hall Beach four-litre milk has dropped in price by over six dollars, from \$11.49 to \$5.09. Compared to low-nutrition beverages like 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 15% more nutritious food. 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 with Aboriginal Affairs and Northern Development Canada to ensure that Nutrition North continues to strengthen and be relevant to northern residents. The top priorities include increasing accessibility to affordable country foods, ensuring that program funding becomes more predictable and ensuring that program funding is not reduced in any significant way from current levels during the next federal government fiscal year, beginning April 1st, 2012,” concludes McMullen.

About Northern and NorthMart

The North West Company’s Northern and NorthMart stores are the largest local employers in Canada’s north with over 3100 associates and an annual payroll exceeding \$65 million. They have invested \$271 million in local infrastructure and purchase approximately \$34 million in local goods and services each year across 134 northern communities.

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