



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.

For Immediate Release

The North West Company and Sayisi Dene First Nation partner to promote healthier choices at the grocery store

Sayisi Dene First Nation Healthy Foods Program launches today

Winnipeg, July 25, 2016 – The North West Company (North West), Sayisi Dene First Nation Relocation Settlement Trustees and Sayisi Dene First Nation (Tadoule Lake) are pleased to announce the launch of the Sayisi Dene First Nation Healthy Food Program. Starting today shoppers at the Northern store in Tadoule Lake, MB will see more savings in their grocery baskets as the new subsidy program will help to reduce retail prices on healthy foods.

The community-led subsidy program, funded by the Sayisi Dene First Nation Relocation Settlement Trust, was developed in partnership with North West to improve accessibility and affordability of healthy food by subsidizing prices on a variety of grocery items.

“I am excited a program such as Healthy Foods Program can be created from the Relocation Settlement to promote better health in our community. The Trustees are pleased to form this partnership with North West. North West’s experience with similar programs and their commitment to this project has been essential in developing this program and we would like to thank them for the support,” said Shannon Perez, Sayisi First Nation Relocation Settlement Trustee.

The community of Tadoule Lake will see prices drop significantly on a variety of everyday grocery items such as milk, fruits, vegetables, and infant formula. Customers can expect to save between 20% and 50% off of retail prices on subsidized items.

“North West is a strong supporter of healthy living programs that promote nutritional wellness for our customers and we are delighted to partner with Sayisi Dene First Nation to develop this innovative program for their community. We commend Trustees and the leadership of the Sayisi Dene First Nation for their vision in launching this initiative,” said Christine Reimer, Vice President, Sales & Operations, The North West Company.

“We anticipate a positive impact on healthy food consumption, as we have seen with other food subsidy programs such as Nutrition North Canada (NNC) and AFFIRM. As an example, NNC has helped increase consumption of healthy foods by approximately 27% since launching 5 years earlier (Q1 2016 compared to Q1 2011- Level 1 subsidy). With significant savings on items such as milk, lettuce, and apples we also anticipate very favourable results with this program.” added Reimer.

About The North West Company

North West is a retailer serving rural communities and urban neighbourhoods in Canada, Alaska, the South Pacific and Caribbean. We are committed to helping our customers live better by bringing them the best products and services together with a tradition of community support. North West's Northern and NorthMart stores are the largest local private employer of Indigenous people in Canada, with over 3,100 employees and an annual payroll exceeding \$65 million.

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