



## Press Release

### Innovation on the Menu at the Nunavik Food Production Conference

**Puvirnituk, Québec, December 7, 2012** – This week, 35 participants from Nunavik’s business community, landholding corporations, the Kativik Regional Government, the Makivik Corporation, the Nunavik Regional Board of Health and Social Services and the Ministry of Agriculture, Fisheries and Food (MAPAQ), along with a university researcher, a French radio program host (*Bien dans son assiette*) and Rebecca Veevee, a Northern advocate of food preparation, gathered in Puvirnituk to share their experiences and ideas on the possibility and viability of producing more food locally in Nunavik. The meeting, organized by the Regional and Local Development Department of the Kativik Regional Government (KRG), provided the participants with an opportunity to increase their knowledge and communicate their expertise on bio-food production.

The three-day meeting was split into five themes – Fish and Marine Species, Animals for Meat, Commercialization, Greenhouses and Starting a Biofood Business – and covered a wide variety of topics, ranging from aquaculture to caribou ranching, and from greenhouse development and operation to the health benefits of country food, to name only a few. The presentations gave the participants much to consider and the round table discussions allowed for exchanges on ideas as creative as Nunavik-produced prepared meals. A discussion of the available services and funding programs underlined the existence and necessity for support of local business ventures.

The importance of sharing information was emphasized by the participants throughout the week. The objective is for Nunavik businesses and community organizations to use this information to introduce healthy products to local markets, thus turning consumer needs into viable business opportunities and creating jobs in the process. Networking opportunities facilitated by this conference will help to make new projects possible and foster growth within those already underway.

Special guests at the conference included Rebecca Veevee, host of the APTN cooking show *Niqitsiat*, and Hélène Raymond, host of Radio-Canada’s *Bien dans son assiette*.

*The KRG is a non-ethnic public organization created in 1978, under the James Bay and Northern Québec Agreement. The organization has jurisdiction over nearly the entire territory of Québec north of the 55th parallel in areas such as municipal matters, transportation, the environment, policing, employment, labour training, income security, childcare services, renewable resources, land-use planning, civil security and economic development.*

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