



PRESS RELEASE

Cost-of-Living Reduction Measure for Nunavimmiut

Kuuujuaq, Québec – November 28, 2008 – The Makivik Corporation and the Kativik Regional Government (KRG) announced today that Nunavik's new Food Program will be launched on December 1, 2008.

The Food Program is the sixth measure introduced or renewed by these organizations, since the Katimajit Conference, to help alleviate the high cost-of-living in the region. At the Katimajit Conference organized in August 2007, the Québec government made a commitment to transfer to the KRG a three-year subsidy to reduce the transportation costs paid by the region's residents. Transportation costs are a major contributing factor to Nunavik's high cost-of-living.

"These measures are a first step in addressing the cost-of-living problem in Nunavik," commented KRG Chairperson Maggie Emudluk. "By prioritizing six measures, instead of just one or two, we're trying to reach as many Nunavimmiut as possible, in as many different areas of their lives as possible."

Makivik President Pita Aatami added, "Nunavik's cost of living is certainly one of the major challenges that Makivik has to address. Makivik is very happy to launch this new measure that will directly help all families in reducing the cost of basic food products. Makivik is also working very hard with the governments of Québec and Canada to find other ways to drastically reduce our cost of living."

The measures prioritized by the KRG and the Makivik Corporation in 2008 are:

- **Gasoline Subsidy Program** – In close cooperation with the region's gasoline distributors, this program currently provides a 48¢/L reduction in the price of gasoline at the pumps in Nunavik.
- **Transportation Subsidy Program** – Paid directly to Nunavimmiut, this subsidy aims to lower the transportation costs of vehicles and equipment used for harvesting activities, as well as those of household appliances.
- **Airfare Reduction Program** – Under this program, 50% of the cost of airline tickets purchased for personal and health-escort travel is refundable directly to Nunavimmiut up to a maximum annual amount.
- **Support for Inuit harvesting activities** – This measure aims to increase the availability of country foods in Nunavik communities in cooperation with each municipality by assisting individuals with the purchase of certain harvesting equipment.
- **Elders' assistance** – For the second consecutive year, every Nunavik elder aged 60 or older will receive in December a \$500 cheque to fight their particularly difficult socio-economic conditions, including low incomes and social security disparities.
- **Food Program** – This newest program will ensure reduced prices for certain basic food and household items in retail stores throughout Nunavik.

The Federation of Cooperatives of Northern Québec, Newviq'vi and the Northwest Company, along with the Nunivaat regional statistics program, the KRG and Makivik, all participated in developing the innovative Food Program. The Program is unique in Québec. Every effort has

been made to target those items most commonly purchased by Nunavik households in order to make the Program meaningful for Nunavimmiut. The KRG Council has allocated \$1 million to the Food Program this year and the same amount next year.

The attached list identifies the food and household items to be discounted by 20% in participating retail stores in Nunavik beginning on December 1. From month to month, the items on this list could be modified.

The region's retailers should be commended for their openness to this new program that seeks to channel assistance to all the region's residents. The close collaboration of participating stores will continue to be essential for the effective and smooth implementation of the Food Program in the coming months. While the total savings for Nunavimmiut will be significant, the drop observed by individuals on their daily grocery bills is expected to be modest.

The Makivik Corporation and the KRG have allocated the Québec government's subsidy for transportation costs to a range of measures aimed at reaching all Nunavimmiut and to provide some initial relief from the region's high cost-of-living. The innovative nature of these measures and the specific constraints of the targeted sectors have made the development and implementation of each measure a difficult challenge for the two regional organizations.

Makivik and the KRG will continue to voice their concerns about cost-of-living issues and reduction measures with the Québec government through a follow-up committee created at the Katimajit Conference. The renewal of the Québec government's transportation-costs reduction subsidy, including an increased resource envelope, will be a major preoccupation in this context.

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. The KRG administers public affairs in Nunavik in the areas of municipal matters, transportation, the environment, policing, employment, labour training, income security, childcare services, renewable resources, land-use management, civil security and economic development.

Makivik is a not-for-profit corporation mandated to manage the heritage funds of the Inuit of Nunavik provided for in the James Bay and Northern Québec Agreement. Makivik's role includes the administration and investment of these funds, and the promotion of economic growth by providing assistance for the creation of Inuit-operated businesses in Nunavik. Makivik promotes the preservation of Inuit culture and language as well as the health, welfare, relief of poverty, and education of Inuit in the communities.

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**FOOD PROGRAM
LIST OF GOODS**

Effective December 1, 2008

Dairy products and eggs		
ITEM	BRAND	SIZE
Milk 2% U.H.T.	Grand Pre UHT	1 L
Butter	Compliments	454 g
	Multichoix	454 g
	No Name	454g
Eggs	Nutri Œuf - Large	1 dozen
	Northern - Large	1 dozen

Fresh Fruit		
ITEM	BRAND	SIZE
Apples		3 lb
		individual
Oranges	Oranges	
	Oranges - Clementine	<input type="checkbox"/> lb <input type="checkbox"/> kg
	Oranges - Tangerine	<input type="checkbox"/> lb <input type="checkbox"/> kg

Fresh vegetables		
ITEM	BRAND	SIZE
Yellow onions	Bag	2 lbs
	Bag	5 lbs
White Potatoes	Bag	5 lbs
	Bag	10 lbs

Bakery and other cereal products		
ITEM	BRAND	SIZE
White Bread	Northern	570 g
	Pom	675 g
	No Name	675 g
Baking Powder	Magic	225 g
	Magic	450 g

Pasta products		
ITEM	BRAND	SIZE
Macaroni	Catelli	500 g
	Catelli	900 g
Spaghetti	Catelli	500 g
	Catelli	900 g

Cereal grains and other cereal products		
ITEM	BRAND	SIZE
Instant Rice	Kraft - Minute Rice	350 g
	Kraft - Minute Rice	700 g
	Dainty - Instant Flavor Rice (Beef, Chinese)	350 g
Flour	Five Roses - All-purpose Flour White	10 kg
	Five Roses - All-purpose Flour White	2.5 kg
Cereals	Special K	300 g

Sugar and sugar preparations		
ITEM	BRAND	SIZE
Natural Granulated Sugar	Lantic	900 g
	Lantic	2 kg
	Lantic	4 kg

Coffee and tea		
ITEM	BRAND	SIZE
Tea	Tetley	72 bags
	Red Rose	72 bags
	Salada	72 bags

Fats and oils		
ITEM	BRAND	SIZE
Vegetable Oil	Crisco	946 mL
	Crisco	1.892 mL
	Canola Oil	1 L
	Canola Oil	2 L

Baby Products		
ITEM	BRAND	SIZE
Diapers	Pampers - Baby-dry	34 diapers
	Huggies - Ultratrim Diapers	24 diapers
	Pampers Jumbo n'6 (préférence pour Pampers)	
	Pampers n'6	
	Convenience pack	
	Jumbo pack	
	Mega pack	
	Ultra	
	Semisers	
	Goodnites	
	Pull-Ups	

	Pampers baby dry medium	32
	Pampers premium newborn	40
	Pampers baby dry jumbo size n'5	30
	Pampers easy-ups jumbo t3-t4	26
	Pampers baby dry pratiq size 2	34
	Pampers baby dry siz 1	40
	Pampers baby dry size 3	28
	Pampers baby dry size 4	24
	Pampers baby dry size 5	22

Cleaning Products		
ITEM	BRAND	SIZE
Powder detergent	ABC	2,2 kg
	Tide	1.3 kg
	Tide	3 kg
	Tide	5 kg
	Tide	2 kg

Paper Products		
ITEM	BRAND	SIZE
Toilet Paper	Royale - Two-ply (192 extra long sheets per roll)	8 rolls
	Royale - Two-ply (192 extra long sheets per roll)	12 rolls
	Fiesta	24 rolls
	Fiesta	12 rolls
	Majesta	16 rolls

Effective December 1, 2008.