

QIK IMPLEMENTATION STRATEGY

A

- Business Structure

B

- Initial Market

C

- Strategic Growth

D

- Resources

E

- Initial Product

F

- Value Added Product

G

- Purchase and Distribution

A

• Business Structure

- Appropriate & consultative business structure
- Co-operatives for processing and purchasing
 - Helps with financing
 - Centralized administration
 - Independent fisherman have flexibility in generating overall quota
- Community Public Goods management of surplus through Community Wealth

B

• Initial market

Year 1

- Territorial Inspection
 - Class 1 health market
 - Direct consumer sales in Nunavut
- Canadian food Inspection Agency (CFIA)
 - Retail stores in Nunavut



Canadian Food
Inspection Agency

Agence canadienne
d'inspection des aliments

Canada

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• Strategic Growth

- Maximize Nunavut market
- Add more hamlets
- Open southern Canadian market
- Japanese market
 - Whale products in particular



• Resources

- Community Wealth
- Nunavut Development Grants
- Repayment of Community Wealth funds for other villages



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• Initial Product

- Char



- Turbot



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• Value Added Product

- Smoked Char
- Char Filets
- Pippsi
- Turbot Steak
- Bowhead Whale Tongue



• Purchase and Distribution

- Options for Sustainable Development Non-Profit
- Centralized marketing and sales
- Aim for simplicity
- Build/operate/transfer over 5 years



NEXT STEPS...

- CFIA approved processing facility
- Sign delivery contracts
- Identify additional species
- Building an association of interested communities
- Helping each community to maintain local control
- Making food affordable to local residents

QUESTIONS?

