



Access to Nutritious Foods in the Stores of Eeyou Istchee

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What we do in public health?



Miyupimaatsiun



Stores



Why take interest in stores?



- Many Eeyou families mentioned
 - difficulties finding nutritious foods in their communities
 - some foods are not always fresh
 - food is expensive
- Having access to affordable nutritious foods has a great impact on health
- It is our concern considering the high rates of diabetes, obesity and food insecurity in Eeyou Istchee

Nutritious Food Basket Project



- In September 2011, 16 stores in Eeyou Istchee, 5 in Jamesie and 3 in Abitibi were visited to find out:
 - The **cost** of the Nutritious Food Basket (NFB) in Eeyou Istchee
 - If the NFB is **affordable** for Eeyou families
 - If the NFB items are **available**



The *Nutritious Food Basket* includes 71 food items, that are **basic, nutritious** and **low cost**.

KINDS AND SIZE OF FOODS USED IN PRICING LIST - September 2021

FOODS	PRICE	SIZE	CATEGORY PRICE	FOODS	PRICE	SIZE	CATEGORY PRICE
Milk				Beans			
Milk, whole	\$9.81	4 litres	\$2.46 / litre	Other vegetables	\$8.24	4.54 kg	\$1.75 / kg
Milk, 2%	\$9.56	4 litres	\$2.47 / litre	Carrots			
Milk, 1%	\$10.87	4 litres	\$2.66 / litre	Celery	\$7.07	2.37 kg	\$4.76 / kg
Vegetables				Spinach	\$2.49	906 g	
Medium ground beef	\$12.68	1 kg	\$12.68 / kg	Broccoli	\$2.10	1 unit	
Round steak	\$16.41	1 kg		Lettuce, iceberg	\$3.51	170 g	
Slicing beef	\$14.74	1 kg		Turnip	\$2.66	609 g	
Pork loin chop	\$13.42	1 kg		Cabbage	\$2.50	1 unit	
Ham, smoked boneless	\$13.37	1 kg		Tomatoes	\$3.62	1 unit	
Chicken thighs with skin	\$8.78	1 kg		Tomatoes, canned	\$2.80	1 kg	
Liver				Tomatoes, canned	\$7.96	1 kg	
Fish	\$9.21	1 kg	\$9.21 / kg	Tomato juice	\$2.54	796 ml	
Salmon, frozen				Tomato paste	\$2.52	240 ml	
Tuna, light, drained	\$17.46	1 kg	\$17.46 / kg	Green peas	\$1.26	136 ml	
Pink salmon, canned	\$2.18	170 g		Corn, whole kernel	\$2.53	340 ml	
Egg, grade A, large	\$3.13	213 g		Frozen mixed vegetables	\$2.46	340 ml	
Cheese					\$3.81	1 kg	
Cheddar mild	\$3.37	160mm	\$9.28 / unit	Bread			
Mozzarella				Whole wheat bread			
Pepper butter	\$7.94	500 g	\$21.82 / kg	Homemade or hot dog	\$3.20	477 g	\$6.21 / kg
Flax seed	\$7.36	300 g			\$4.09	12 units	
Legumes	\$7.65	300 g		Breakfast cereals			
Beans in tomato sauce	\$4.81	500 g	\$9.66 / kg	Shredded wheat			
Kidney beans				Iron flakes	\$7.20	425 g	\$9.84 / kg
Black beans				Corn, quick	\$6.83	320 g	
Lentils					\$5.19	1 kg	
Split red lentils				Other cereal products			
Split red lentils				Rice, long grain			
Yellow split peas				Microwax / spaghetti	\$1.23	900 g	\$4.34 / kg
Cereals				Flour, all purpose	\$3.76	900 g	
Oats				Flour, whole wheat	\$8.19	2.5 kg	
Flour, whole wheat				Flour, whole wheat	\$3.94	1 kg	
Flour, white wheat				Bacon / Margarine			
Meats				Bacon			
Beef, ground				Margarine	\$6.82	454 g	\$12.05 / kg
Chicken, whole					\$4.24	454 g	
Pork, loin				Other fats			
Ham, smoked				Margarine (87% oil)	\$4.82	475 ml	\$7.85 / kg
Butter				Vegetable oil (crank)	\$3.74	946 ml	
Dairy				Sugar			
Yogurt, plain				White sugar			
Ice cream				Brown sugar	\$5.29	2 kg	\$3.00 / kg
Snacks					\$4.08	1 kg	
Chips				Sweets			
Crackers				Strawberry jam	\$5.20	500 ml	\$9.25 / kg
Drinks				Honey	\$8.05	300 g	
Water				Melons	\$2.10	300 g	
Juice				Infant formula			
Soft drinks				Infant formula	\$14.08	700 g	\$49.43 / kg
Alcohol				Infant formula	\$6.10	227 g	\$26.86 / kg

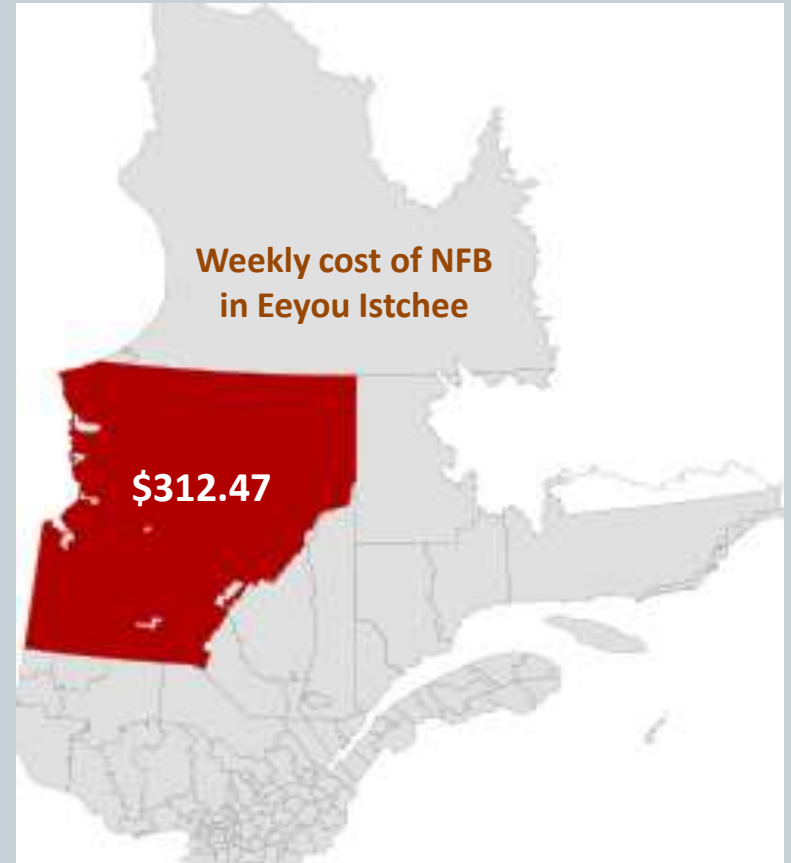
Infant formula: weekly allowance - Adult: \$2.91 - Child: \$1.43

What is the cost of the NFB in Eeyou Istchee?



- The average weekly cost of the NFB, for a family of 4 is **\$312.47**

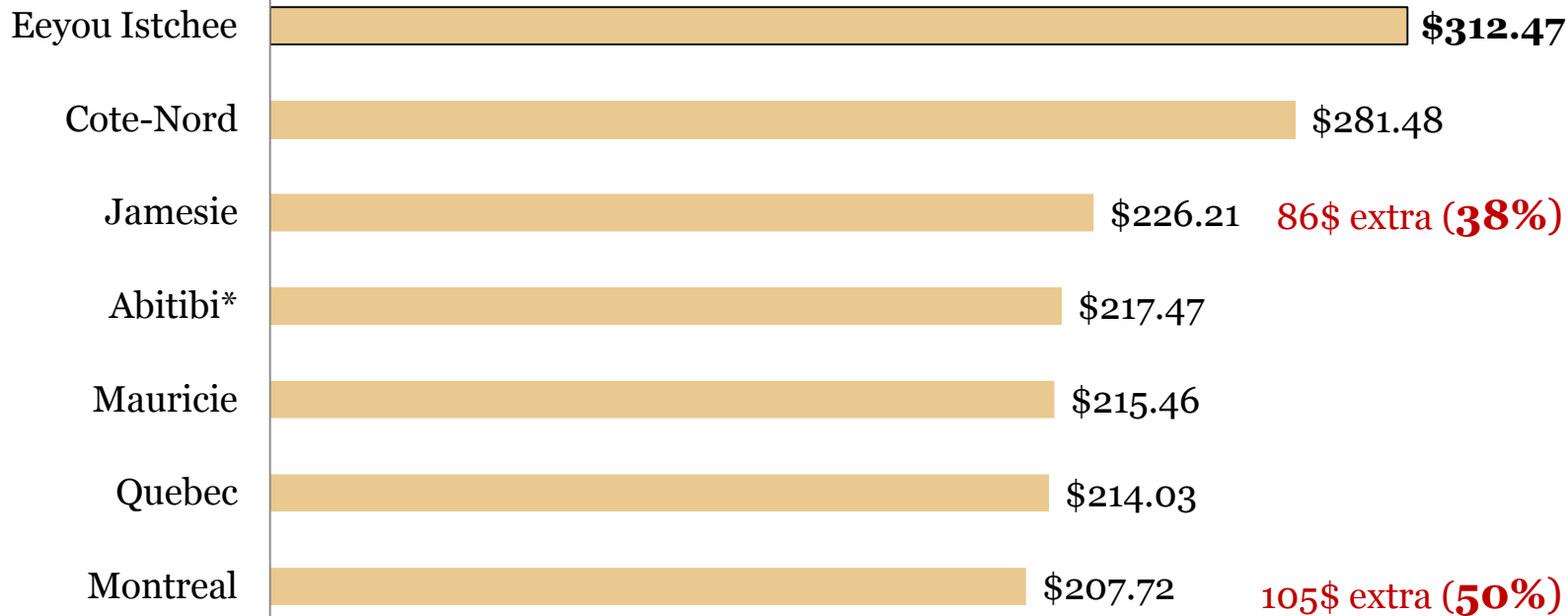
It costs at least \$10.00 per person per day to eat well in Eeyou Istchee



Cost of NFB compared to other Qc regions



Cost of NFB in Eeyou Istchee and other regions (2011)



* This value represents only 3 stores of Abitibi

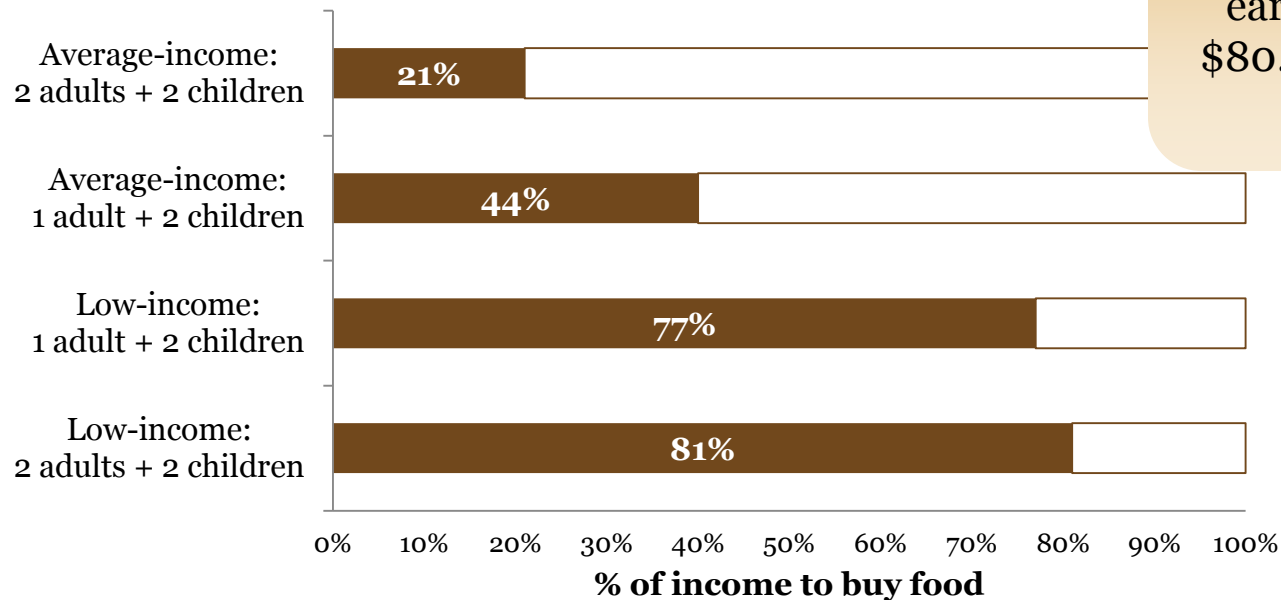
- The weekly cost of the NFB is higher in Eeyou Istchee than in any other studied regions of Quebec

Is the NFB affordable for Eeyouch families?



In Eeyou Istchee, each time a low-income family earns \$100.00, about \$80.00 is needed to buy the NFB

Percentage of family income to buy the NFB



- An average-income family of 4 would spend 21% of their income to buy the NFB
- The percentage is:
 - **Twice as high** for an average-income family of 1 adult and 2 children
 - **4 times as high** for a low-income family

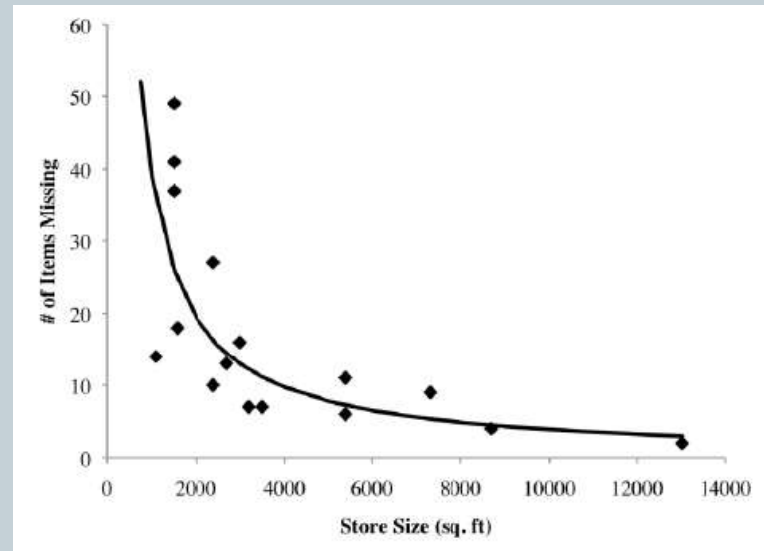
Are the NFB items available?

- Overall, **2 to 41 food items** (out of 71) were missing
- Less food items available in smaller stores
 - In Eeyou Istchee: Mostly very small to medium size stores

Table 5. NFB items 'truly missing' per Eeyou Istchee individual community

Communities		Stores (n)	NFB items missing (n)
Coastal	Chisasibi	3	4
	Whapmagoostui	2	5
	Wemindji	2	6
	Waskaganish	2	7
	Eastmain	1	14
Inland	Waswanipi	2	13
	Nemaska	1	7
	Oujé-Bougoumou	1*	41
	Mistissini	2	2

* Only a convenience store in the community



Conclusion of the first part of our project



- Cost of basic nutritious foods is higher in Eeyou Istchee than in any other studied region of Quebec
- Nutritious food choices are limited in certain communities
- Access to a variety of low-cost nutritious foods is difficult, especially in smaller stores
- Eating well seems to be out of reach for low-income and single-parent families
- Having access to nutritious foods is essential to promote health, attain food security & prevent chronic diseases (diabetes, hypertension, etc.)
- As a nation, we need to ensure that nutritious foods are available and affordable to all Eeyou families

Food for thought...



- Where do you buy your food for your family?
- Do you find everything you need in your community?
- Do you sometimes have to travel outside of your community to purchase food?
- Is the price of food more/less expensive than elsewhere?
- How do you think low-income and single-parent families manage to purchase food?

How to improve access to nutritious foods for families?



- Access to nutritious foods is a complex issue
- Shared results with leaders, health workers & store managers
 - To collaborate & improve the situation
- Interviewed store managers to find out:
 - Why nutritious foods are less available in Eeyou Istchee
 - Why they are more expensive
 - What solutions they propose to improve the situation

Why are nutritious foods less available & more expensive?



From store managers perspectives...

- **Limited availability** of nutritious foods linked to:
 - Consumers' **demand**
 - Store **size, layout & equipment**
 - Certain **management** practices
- **Higher cost** of foods related to:
 - **Transportation** cost
 - **Limited competition** (grocery stores, suppliers, transportation companies)
 - Certain **management** practices
 - Food **supply**

Which solutions are store managers proposing?

The solutions proposed include:

- the increase of demand by **promoting healthy food choices** to their customers
- the improvement of store **size, equipment and layout**
- the adoption of **management practices** that support **healthy and affordable food** choices
- the **supply of affordable nutritious foods**
- the reduction of the impact of **transportation costs** on the price of nutritious foods



Solutions to improve **availability** of nutritious foods



Solutions	Examples
Increase demand by promoting nutritious food choices to the customers (within the stores, as well as in other community settings)	Food tasting Cooking demonstrations Grocery tours Information booths Recipes Labels and posters Community workshops Radio, internet and social media
Improve store size, equipment and layout	Renovate or build new store settings to have appropriate store size, sufficient storage and refrigeration equipment Improve layout, display and visibility of nutritious foods
Adopt management practices that support healthy food choices	Offer a variety of nutritious food choices which complement traditional foods Offer new foods Offer some prepared or added-value items Hire experienced managers Train employees

Solutions to improve **affordability** of nutritious foods



Solutions	Examples
Reduce the impact of transportation cost on the price of nutritious food items	Negotiate transportation costs Encourage competition Redistribute transportation costs to foods of lower nutritional quality rather than essential nutritious foods Subsidize transportation of healthy foods
Select suppliers which allow stores to offer affordable nutritious foods	Select suppliers who offers a variety of affordable nutritious foods Order foods in bulk Negotiate food prices
Encourage healthy competition	Ensure the presence of more than one store, supplier and transportation company
Adopt management practices that support affordable nutritious food choices	Offer larger size items Reduce waste and managing costs Offer discounts on nutritious foods Make a higher profit margin on items of lower nutritional quality than on the nutritious foods Hire experienced managers Train employees

Conclusion



- There has been great improvements in certain communities over the past few years



- But there is still much to be done to ensure access to affordable nutritious foods for all Eeyou families

Conclusion



- It is essential to collaborate together to improve access to nutritious foods for the families of Eeyou Istchee

- The CBHSSJB wishes to collaborate with the:
 - **Stores to**
 - ✦ Promote healthy food choices & increase demand
 - ✦ Supply affordable nutritious foods in the stores

 - **CNG & Band Councils to**
 - ✦ Ensure presence of adequate grocery stores in each community
 - ✦ Ensure adequate store size, equipment and layout
 - ✦ Ensure presence of affordable basic nutritious foods in each store
 - ✦ Reduce impact of transportation costs

Recommendations to political leaders



- Create a joint committee to address the issues related to access to nutritious foods
- Seek support of different level of government/ stakeholders
- Encourage renovation/support construction of new store settings
- Request improvement of store layouts and equipment
- Negotiate fair transportation rates for all stores
- Consider subsidization of nutritious foods or their transportation

Recommendations to political leaders (...)



- Encourage healthy competition by allowing the presence of more than one store, supplier & transportation company, when it is possible
- Request the presence of certain basic nutritious foods in all stores
- Establish acceptable norms of profit for basic nutritious foods
- Enforce/establish food-related laws and by-laws
- Encourage community members & businesses to purchase locally, and include it in the impacts/benefits sharing agreements
- Ensure sufficient family revenue & job opportunities

Megwetch!



www.creehealth.org/accessnutritiousfoods

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