

# In the Shops

The distance from Toronto to Iqaluit in Nunavut Territory is approximately 2,300 km, which is roughly the same distance from Toronto to Corpus Christi, Texas, or Aspen, Colorado.

And although Nunavut as a whole is experiencing a boom in tourist activity, it's not the most accessible destination to visit. That's where Arctic Nunavut comes in to assist.

Situated in the retail court on the Departures level of Terminal 3 since January 2004, Arctic Nunavut successfully brings a bit of the north to the city of Toronto.

Originally located at Terminal 2 for 11 years, this retail outlet provides travellers at Toronto Pearson with an authentic Nunavut experience through a range of products direct from Canada's newest territory.

"Arctic Nunavut really is quite unique to (Toronto) Pearson," explains Roslyn Ralston, General Manager of Arctic Nunavut's Retail Operations. "We offer an assortment of products—most of which are made in one of the communities of Nunavut by the people who live there."

The retail outlet at Terminal 3 is by no means large, but through creative merchandising and effective use of available space, the shop showcases Nunavut wares not often found at other off airport competitor locations.

"We carry a lot of what people would expect to find, including traditional Inuit carvings, mostly from Cape Dorset, clothing and other arts and crafts," says Roslyn. "But we also feature items growing in popularity that are scarce in any other shops, like caribou and arctic char jerky and vacuum packed arctic char—a northern fish considered by many to be a delicacy. Our location is also



popular with those who originally hail from Nunavut and are homesick and want to find something from the north to make them feel at ease."

Roslyn adds that aside from a plethora of truly Canadian products, something offered free of charge is information on Nunavut. Those working in the store are well versed on not just the products, but also on the

people who make them and the places they come from. She says that the people who work for Arctic Nunavut do it for more than a job, it's almost like a hobby. "Our employees are truly passionate about the products and the way of life for those living in Nunavut. They are always willing to chat about the north and answer any questions they can."

In fact, during a visit to the shop at a peak travel time, Store Manager Annie, originally from Cape Dorset, Nunavut, asks everyone who stops by whether or not they've been to Nunavut. If the answer is yes, then the stories between each begin to fly. If the patron indicates they haven't made the journey, Annie becomes an ambassador for all the north has to offer. With her convincing enthusiasm and knowledge of the territory, it wouldn't be far fetched to suggest that Annie has on many occasions enticed those



Nunavut Development Corporation

knowing little about this place called Nunavut to make the journey and see for themselves.

Roslyn says that interest in the store has always been high, hence their long-standing presence at the airport. However, Arctic Nunavut has benefitted from the 2010 Winter Olympics being held in Vancouver. "Ever since they released the logo for the games, people have been coming to our store(s) looking for more information and related products."

The symbol for the 2010 games is an Inukshuk statue, similar to the logo used by Arctic Nunavut, and coincidentally, to the statues that adorn the Departures curb of Terminal 1.

Arctic Nunavut is operated by the Nunavut Development Corporation (NDC), a Crown corporation of the Government of Nunavut, that was established with the creation of Nunavut on April 1, 1999. NDC has a mandate to create employment and income opportunities for residents of Nunavut, stimulate the growth and development of local businesses and promote economic diversity and long-term stability

To achieve these goals, NDC has focused on value added exportable products from the wealth of talented artisans and unique natural resources in Nunavut. More than 525 Nunavut residents work directly for or are indirectly employed through NDC, so shopping at Arctic Nunavut directly benefits those who supply the merchandise to the stores.

Aside from their Terminal 3 location, NDC also maintains a retail sales location in downtown Toronto at 207 Queen's Quay near the foot of York St.

Arctic Nunavut is open seven day a week from 7 a.m. to 10 p.m.

