



2025 MEDIA KIT

THE NORTHERN SUN





FOOD MATTERS MANITOBA

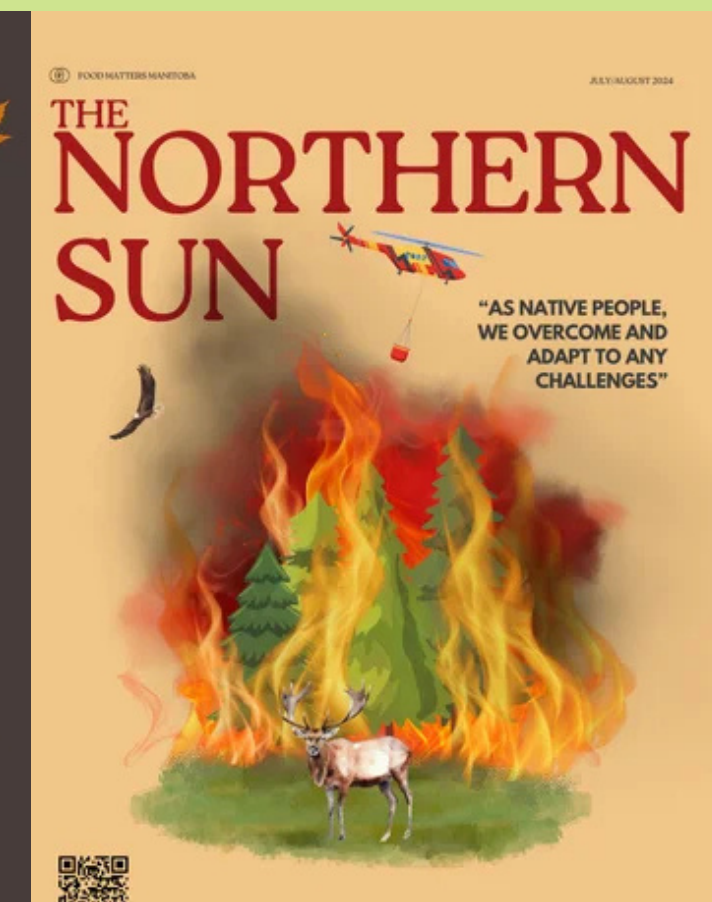
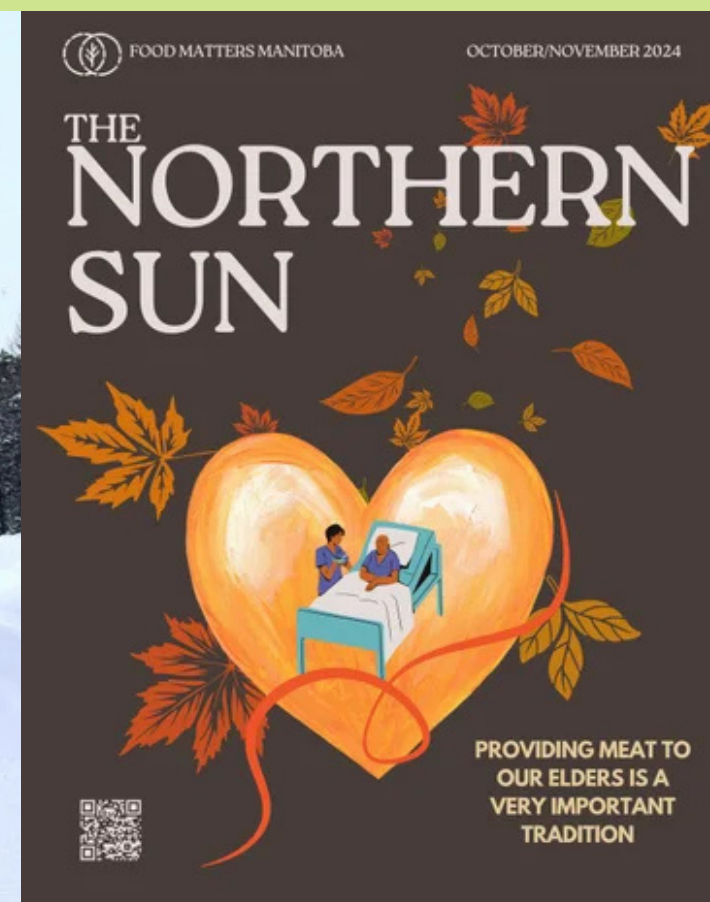
APRIL/MAY 2025

THE NORTHERN SUN

“THE MERCURY LEVELS ARE
CLOSE TO DOUBLING FROM
SAFE EATING LEVELS”

ABOUT THE NORTHERN SUN

The Northern Sun magazine is a quarterly publication that features news, community food initiatives, photography, recipes, art, and games. The publication is designed to **inform and educate readers about Food Matters Manitoba's and Northern partners' efforts in working together towards Indigenous food sovereignty.** Our articles reinforce these values and highlight our Northern partners' work in their communities.



OUR AUDIENCE

800,000 + (roughly)

Print + Online Reach

Winnipeg

10,000 + (roughly)

Print + Online Reach

Northern Communities

We reach
nearly 1 million
Manitobans.



In Every Issue

THE NORTHERN SUN

FEATURE

NORTHERN LIFELINE DELAYS

With unpredictable winter road access amid climate change, remote Indigenous communities are anxious for solutions.

BY CHANTAL MARIE SCHROMEDA

PHOTOGRAPHY BY MYRON COOK

The isolated community of Kisipakamak (Brochet) is roughly 1000 km north of Winnipeg on the northern shore of Reindeer Lake, nestled next to the Saskatchewan border.

"The winter road is our lifeline for fuel, lumber, bulk shipments, equipment, dried goods, and housing supplies," says traditional Indigenous harvester, Myron Cook, living in Kisipakamak.

But as the winter seasons grow shorter amid unpredictable climate changes, communities dependent on winter road access in remote regions are anxious for solutions.


Indigenous non profit working towards food sovereignty, Food Matters Manitoba (FMM), routinely sends goods to remote communities in the north depending on winter road access to support the growth of local food systems. Community members living in the north, like Cook, believe fortifying strong and dependable food systems can play a role in being part of the solution, alleviating some of the stress of the unpredictable




Features

THE NORTHERN SUN

JANUARY/FEBRUARY 2025



COMMUNITY



THE NORTHERN SUN

JANUARY/FEBRUARY 2025

VIVIAN LIN

SUCCESS

Teacher Vivian Lin, in Tataskweyak (Spinney) school garden program's success this season.

BY VIVIAN LIN

PHOTOGRAPHY BY VIVIAN LIN

Regarding our gardening program, I believe we are doing much better than last year. We are running a very good breakfast program this semester, and we are providing lettuce and greens for salads to go with hot breakfast twice a week. We will keep supporting the breakfast program with the veggies we are growing.

I moved an acrogarden with two tomato plants in the hallway and some strawberry plants outside. The kids are disappointed that there are still no strawberries but they are looking for cherry tomatoes. It's a learning curve for them because they are learning to pick red, ripe tomatoes as opposed to the green, sour ones.

We also established three trays of green onions. The home economics teacher used them with some greens, basil, and cilantro to make soup and stew. She told me the kids liked it. Staff members and community members also ask for green onions when they are ready.

This month we are going to set up a grow tower for strawberries only. I have successfully started them from seeds. Some mature strawberry plants have runners. I'm hoping the kids

PAUL NICE

THE NORTHERN SUN

FIRST PERSON

COLD SNAP HARVESTS

Youth harvester Paul Nice's personal update on his harvesting over the cold winter months.

BY PAUL NICE

PHOTOGRAPHY BY PAUL NICE

Throughout January, I've been sticking in my nice little rhythm throughout this cold month, doing rabbit snaring with some hunting and fishing.

The rabbits are pretty hard to track down this winter. There aren't too many moving around in my area, though I still manage to find good trails to set my snares on.

I'm out fishing as much as I can be. There's something awesome about being out in the wilderness and sharing this cold landscape with all the other animals trying to survive these frozen months.

The cold snaps are pretty gnarly this time of year. The one thing it's done is teach me how much I need to bundle up.

This month so far has been pretty nice with fishing and hunting. I can't wait to see how the rest of the month turns out for me. It's always a treat to see what you stumble across in the wilderness. There's always something moving about,


THE NORTHERN SUN

ART

BEAR CLAN

BY SIDNEY CASTEL

This piece is named "bear clan" in honour of my grandmother, as that is her spirit animal.



Art

PAUL NICE

THE NORTHERN SUN

FOOD

RENDERING FAT - HOW TO!


RECIPE BY HELPING HANDS 4-H CLUB

You can make lard from pork, tallow from beef or lamb, and schmaltz from fowl.

We couldn't find if there were any names for moose, deer, elk, caribou, or any other traditionally Indigenous hunted animals. But, whatever the name, it is an easy process and well worth it to have on hand!

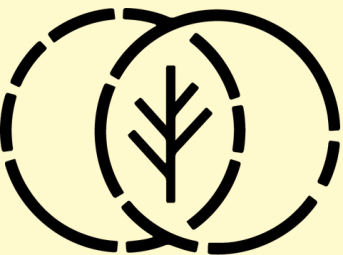
Instructions

1. Take any amount of fat from your hunt/kill. Try to clean off as much meat as you can.
2. Cut, chop, or grind it into small pieces.
3. Place it into a pot, but don't go over. You can do this in several batches if you have to. Add about an inch of water to the pot so the fat doesn't burn.
4. Bring the contents to a boil over medium high heat and then lower to a simmer. Let it simmer for an hour.
5. Stir occasionally, to break up any large pieces that may have stuck together.
6. After the hour, let it cool for 30 minutes.





Recipes



Read about northern community-led food initiatives straight from the source.



**In
Print**

Winnipeg Locations:

University of Winnipeg, Manitoba Legislative Library, Thom Bargaen, Joe Black Coffee Bar, Robert A. Steen Community Centre, Siloam Mission, Mondays Cafe

Northern Locations:

The Pas, Brochet, Fox Lake/Gillam

Online: <https://issuu.com/foodmattersmanitoba> & <https://foodmattersmanitoba.ca/our-work/the-northern-sun/>





PRINT

AD OPTIONS WE OFFER

Issue	Space Close	Publication
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