

WE ARE
RED
RIVER
MÉTIS

2024 ANNUAL GENERAL ASSEMBLY



Message From the Minister

It's an incredible honor to serve as the Minister of Pemmican Publications Inc., an Affiliate of the Manitoba Métis Federation (MMF) - National Government of the Red River Métis.

Pemmican Publications welcomes an opportunity to publish your ideas and tell your stories.

Pemmican Publications plays an important role in acknowledging and publishing information brought forward through literary works.

We are in an era when information and communication can be instantaneous. Pemmican Publications will continue to innovate and generate new and exciting publishing opportunities for Red River Métis Citizens who have a story to tell or an idea to share.

The Red River Métis have a long cultural and heritage-based foundation that needs to be documented for the Métis Nation.

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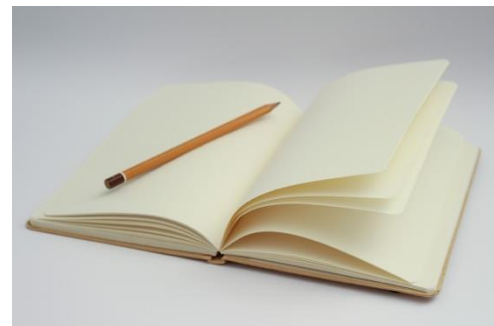
Pemmican Publication's Mandate

Mandate:

- *To promote Canadian Métis writers and illustrators through stories that are informed by Métis experience.*

Objective:

- *To build a catalogue of informative, entertaining and commercially viable titles that reflect both the history and hopes of Red River Métis people past and present.*
- *To publish stories that will provide affirmation and encouragement for Métis readers while also offering much to enlighten and entertain everyone who enjoys the timeless value of a good story told with passion and flair.*



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History of Pemmican Publications

- Founded as a non-profit organization in 1980 by the Manitoba Métis Federation.
 - *It provided the publisher's first inventory through the combined titles of The Métis Press and Editions Bois-Brûlés.*
- Published more than 150 titles.
 - *Genres include history, biography, Canadian cultural and linguistic studies, adult fiction, poetry and illustrated stories for young and early readers.*
- A dedicated Red River Métis publishing house in Canada.



**Pemmican
Publications Inc.**

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Pemmican Publications Business Review

In July 2023 MMF hired General Manager, Tony Chiarelli to relaunch the dormant business to fulfill Pemmican Publication's Mandate.

A viable strategic plan was developed that involved:

1. A review of:

- Files and information stored with ESGS.
- Previous funding sources.
- Legal and contractual requirements needed for relaunch.
- Working documents to establish guidelines:
 - For publishing materials by Pemmican Publications.
 - Qualifications of the Advisory Committee.
- Inventory of stock.

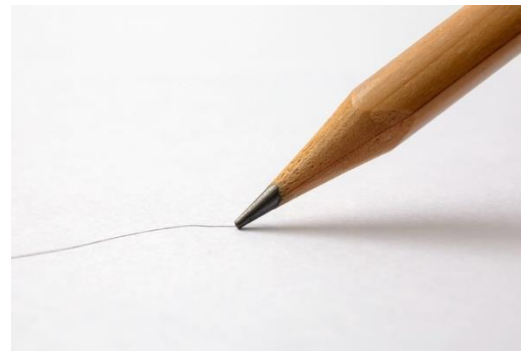
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Pemmican Publications Business Review

2. An assessment of immediate business requirements:

- Financial and budget development.
 - An operational budget for 2023-2024.
 - Additional funding sources.
- A new Advisory Committee structure.
- Re-established relationships.
- Dialog with new Authors and Illustrators.



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Pemmican Publications Business Review

3. Developed Sales and Marketing Plans:

- Sales Plans:
 - Reviewed books in inventory to sell.
 - Examined current day business avenues.
- Marketing Plans:
 - Source Red River Métis Authors, Illustrators and Graphic Designers, etc. to develop and design content for publication.

4. A new office and library at 200 Main Street in Winnipeg, Manitoba.

5. Access to Pemmican Publications domain name and website.

- Reserved 3 domain sites for future use.
- Discussed trademarks with Legal Council.

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Statistics From 2023-2024

Red River Citizens requests:

- 200 inquiries (63 from Beyond Borders).
- 10 new Author requests (6 from Beyond Borders).
- 19 former Authors requests (2 from Beyond Borders).
- 17 manuscripts submitted- including 4 infant books (8 from Beyond Borders).



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Statistics From 2023-2024

Survey results (136) from the Elders & Youth Gathering August 2023:

- 112 had heard of Pemmican Publications before this event.
- 94 considered themselves Elders and 40 considered themselves Youth, 2 did not answer.
- 60 answered yes: if they had any creative ideas that they wanted to explore.
- 42 of them considered themselves artists of some sort.
- 25 considered themselves photographers.
- 15 considered themselves writers.
- 8 answered that they wanted their personal information removed from the list once the list was compiled.

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Pemmican Publications Conclusion

Help us help you tell your story!



Meeqwetch/Marsee

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