

CANADIAN RESTAURANT AND FOODSERVICES ASSOCIATION



Nutrition Disclosure:

Improving the health of
Canadians

Presented by Ron Reaman
CSPI: Championing Public Health
Nutrition Conference 2010
Ottawa: October 25-26, 2010



Canadian Restaurant and
Foodservices Association

Association canadienne
des restaurateurs et des
services alimentaires

About CRFA

- 30,000+ members
- Members include quick- and full-service restaurants, hotels, social and contract caterers, clubs, coffee shops, pubs as well as institutions such as hospitals, schools and offices.



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About CRFA: Trusted Industry Survey Results

A recent Harris/Decima survey ranked Canada's Restaurant Industry as the second ***most trusted*** industry in Canada:

1. Medical research
- 2. Restaurant Industry**
3. Food
4. Tourism
5. Technology...

*Based on independent research by Harris/Decima for Reader's Digest (Spring 2010)



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Healthy Living Strategy - Vision

Foodservice Industry Vision for Healthy Living

The foodservice industry supports healthy living and offers Canadians choices that reflect their individual commitment to healthy living as relates to balancing nutrition intake with activity.



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Healthy Living Strategy – Guiding Principles

1. Healthy Living is a priority for Canadians and the foodservice industry
2. We take every measure to ensure the food we serve is safe
3. We accommodate individual preferences and dietary requirements
4. Our people are critical to our success and crucial in delivering on our commitment to healthy living
5. We play a role in building healthy communities and healthy neighbourhoods



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Healthy Living Strategy – Guiding Principles

6. Evidence based research informs what we do and we continually innovate through menu evolution to introduce healthy options that meet consumer demand
7. We are the place where Canadians celebrate special occasions with friends and family
8. We are a rich and vibrant industry that reflects and rejoices in Canada's cultural diversity
9. We provide nutrition information in many different ways to assist Canadians in making informed food choices
10. We engage in gate to plate partnerships to ensure a coordinated approach and success in improving the health of Canadians



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Nutrition Information Guide



Canadian Restaurant and Foodservices Association

Nutrition Information for Foods Sold in Restaurants and Foodservice Establishments

A User's Guide to Implementing the CRFA Voluntary Guidelines for Providing Nutrition Information to Consumers

CRFA
January 2007 Edition



Canadian Restaurant and Foodservices Association

How to Reduce or Eliminate Trans Fats in Menu Items

Guidelines and a User's Guide for Foodservice Operators

Prepared For CRFA
June 2006

Prepared By
Loretta DiFrancesco,
PhD, RD, MBA
Source! Nutrition™



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How to Reduce Sodium in Menu Items

A User's Guide for Foodservice Operators

Prepared for CRFA
July 2010

Prepared By
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Health Canada Trans Fat Data Monitoring Press Conference

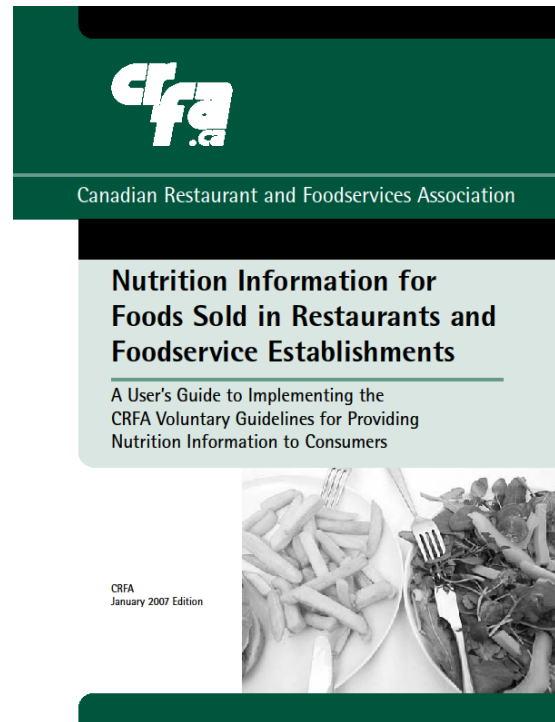


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Nutrition Information Disclosure

- CRFA launched a voluntary Nutrition Information Program in 2005



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Nutrition Information Disclosure

Guiding Principles

- CRFA developed a set of Guiding Principles for a National Nutrition Disclosure Framework
 - We care deeply about the health of Canadians
 - Regulations only apply to operations with a high degree of standardization
 - Regulations must be flexible
 - Regulations must be outcome based and provide customers with meaningful information
 - Regulations must be evidenced based
 - Regulations must reconcile existing conflicting regulatory requirements
 - Need a federal solution with national standards



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Nutrition Disclosure – A way forward

From SWG Strategy Report (July 2010):

RECOMMENDATION 1-8: The Working Group recommends that the *Food and Drug Regulations* and applicable provincial regulations be amended to require the on-site disclosure of nutrition information in a consistent and readily accessible manner for standardized menu items prepared and assembled on-site at restaurants and food services establishments, where feasible (i.e., in establishments with a high degree of standardization).



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Nutrition Disclosure: An Evidence Based Approach

From SWG Strategy Report (July 2010):

- ***"Development of these regulatory amendments must be based on statistically sound research led by government, in conjunction with the restaurant and food services industry."***



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Question

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