

# CRFA rolling out nutrition information guidance for restaurant goers

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## EXTRACT

At the request of nutrition experts and Canadian consumers in general, restaurants throughout the country will be rolling out calorie, sodium and fat content facts on hundreds of meals so that people will have a better understanding of what they're eating. To help consumers and restaurants adapt to the change, the Canadian Restaurant and Foodservices Association, in tandem with provincial and territorial authorities are launching their Informed Dining initiative.

## ARTICLE CONTENT

Health-conscious consumers will often take a look at the nutrition facts on the side of a package or box before putting the grocery item in their carts. And soon, restaurant goers will be able to know this type of information before they place an order with their server.

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Mark von Schellwitz, vice president of CRFA, noted that this program will give consumers the information they need so they can better contextualize menu items and how they can fit into their dieting habits.

"CRFA is proud to have partnered with the government of British Columbia and other stakeholder groups to develop the Informed Dining program," said von Schellwitz. "[Governmental leaders] are to be congratulated for their leadership role in mounting this program."

Garth Whyte, CRFA president and CEO, added that more than two dozen restaurant chains have given indications that they wish to take part in the Informed Dining initiative. As more companies do so, people who go out to eat regularly will "become very familiar with the program logo by the end of the year."

### **Offer recipe ideas to customers**

As restaurants increase their transparency so that consumers are more well informed about their health, farmers would be well served to do the same. This doesn't necessarily mean that they have to post what the nutritional profile is of their fresh fruits and vegetables, but they may want to offer some ideas for what their customers can do with the produce that they purchase with regards to recipes.

For example, the Canada Bread Company has partnered with renowned chef Bob Villeneuve in developing some healthy new lunch selections, the ingredients being found at most local farmers' markets. Recipes for these meals - such as Century Grain Asparagus Benedict, Spinach and Leek Chicken Salad Sandwich and Strawberry and Goat Cheese Sandwich - can be found online.

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Farmers may also want to make some copies of any family recipes they've long had that utilize the fruits and vegetables they sell. Depending on the season, the recipes can be themed. For example, farmers may want to make copies of recipes involving apples during the fall, the peak season for apple picking. But during the month of August, corn-inspired recipes may be in order, such as corn chowder or oven roasted corn on the cob.

Before taking those corn stalks down when the season ends, farmers often like to keep them up so that they host families involved in corn mazes. While all in good fun, people who run through them can become injured. Farm family insurance provides farmers with the protection they need should they need to defend themselves if sued for medical costs.

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