

**MINISTRY OF HEALTHY LIVING AND SPORT
INFORMATION BRIEFING DOCUMENT**

Cliff # 823366

PREPARED FOR: Honourable Ida Chong, Minister of Healthy Living and Sport
Honourable Kevin Falcon, Minister of Health
- FOR INFORMATION

TITLE: Nutrition Menu Labelling

PURPOSE: To provide information regarding current nutrition menu labelling practices and options for BC

BACKGROUND:

In Canada, there is mandatory nutrition labelling on pre-packaged foods only. When dining out, nutrition information is not readily available to the consumer and most people significantly underestimate the caloric content of restaurant menu items. Point-of-purchase nutrition programs are very effective at influencing purchasing behaviours. Calorie labelling on restaurant menus could reduce consumers' intentions to purchase items high in calories.

Point-of-purchase nutrition programs can also help create a more nutritious food supply as industry may be encouraged to reformulate and produce healthier products. For example, the Canadian regulation mandating trans fat labelling on Nutrition Facts panels of pre-packaged foods has shown that food manufacturers reduced the trans fat content of many products in order to meet the recommendations of the Trans Fat Task Force. Similarly, menu labelling of calories and sodium may impact the nutritional quality and availability of healthier restaurant menu items.

The BC Health Check™ Dining Program is a BC government and Heart and Stroke Foundation funded point-of-purchase program operating in BC since 2006. Participating BC restaurants include White Spot, Boston Pizza, Pizza Hut, BC Ferries and Red Robins. Health Check™ provides diners with a quick visual reference (symbol) beside qualified menu items that meet criteria for sodium, fibre, fat, and protein. A linking message explains why the item is a healthy choice. A brochure with further nutrition information is available upon request. This makes the healthy choice an easy choice for diners.

Ontario is the only Canadian jurisdiction that is considering a provincial level calorie labelling legislation. Private members Bill, Bill 156 (*Healthy Decisions for Healthy Eating Act*), was introduced in Ontario's Legislative Assembly and passed the second reading in April 2009. The Bill is awaiting a third reading before receiving Royal Assent.

The recent passage of the US health care overhaul bill includes a single national nutrition standard for restaurants which pre-empts all existing state and local menu-labelling requirements. According to the agreement, chains with 20 units or more would post calorie counts for standard items on menus and menu boards as well as calories per serving for each item on a buffet and salad bar. Standard menu items must be offered for at least 60 days per calendar year and would not include daily specials, custom orders and test market items on the menu for fewer than 90 days. In addition, restaurateurs would be

required to post a brief statement regarding daily caloric intake and advise guests that additional nutrition information is available. Other nutrition data, which must be available on request, would include calories from fat, total fat, saturated fat, cholesterol, sodium, carbohydrates, sugars, dietary fiber and protein.

DISCUSSION:

S13

S13, S17

S13

BRIEFING RECOMMENDED:Yes x ☐ No ☐

Program ADM/Division: Andrew Hazlewood, ADM, Population and Public Health
Telephone: 250.952.1731
Program Contact (for content): Lisa Forster-Coull, 250-952-1124
Drafter: Lorrie Cramb, 250-952-1956
Date: April 7, 2010
File Name with Path: P:\CDIPBE\HL_CD prevention\Briefing Notes\2010 - Briefing Notes\Chronic Disease-Injury Prevention and Built Environment\823366 - Nutrition Menu Labelling.docx

**MINISTRY OF HEALTH
DECISION BRIEFING NOTE**

Cliff # 920592

PREPARED FOR: Honourable Michael de Jong, Minister of Health
- FOR DECISION

TITLE: Nutrition Information in Restaurants

PURPOSE: To provide a status update on the Informed Dining program and decision on steps to increase uptake by chain restaurants.

BACKGROUND:

The Ministry of Health launched the Informed Dining program on August 10, 2011. The goal of the Informed Dining program is to improve the health of British Columbians by helping customers make healthier food choices when dining out, thereby contributing to the promotion of healthy weights and reducing the risk of chronic disease. The program was developed in collaboration with the Canadian Restaurant and Foodservices Association (CRFA), BC Restaurant and Foodservices Association (BCRFA), Heart and Stroke Foundation of Canada and several key BC restaurant leaders. Participating restaurants provide nutrition information (with a focus on calories and sodium) to customers before or at the point of ordering to help them make informed menu choices.

A Federal/Provincial/Territorial (FPT) Task Group on Provision of Nutrition Information in Restaurants and Foodservices was formed in 2011 as part of the National Sodium Reduction Strategy recommendations. The goal of the task group is to develop, in collaboration with industry, experts and researchers, a national framework for consistent provision of nutrition information for consumers. BC, along with Ontario, Newfoundland and Alberta have participated on the task group and a draft national framework has been shared with key industry groups for feedback. Health Canada does not plan to complete public consultations on the framework until March 2013. The framework will merely act as a guidance document and is not binding on the Provinces or Territories.

DISCUSSION:

A total of 35 small independent restaurants and 4 chain restaurants (for a total of 286 restaurant outlets in BC) have signed legal agreements to participate in the Informed Dining program. These include two BC chains (Boathouse and De Dutch) and two national chains (A&W and Little Caesars Pizza).

Program staff have made several attempts to contact and encourage restaurant leaders to participate, including White Spot, McDonalds, and Tim Hortons, who were active in the development and design of the program. A letter from the Minister was sent to the top 50 chain restaurants in BC to encourage participation in the program by December 31, 2011 in order for restaurants to be recognized in the promotions campaign planned for early 2012 (see BN 920663).

While uptake by small independent restaurants to the program has been good, uptake by the provincial and national chain restaurants has been disappointing. Barriers to participation include the need to customize nutrition information for BC and timing of menu changes with need for reprinting.

likely at this time.

Further uptake by national chains is not

OPTIONS:

Approved/Not Approved
Minister Michael de Jong
Minister of Health

Date Signed

Program ADM/Division: Arlene Paton, ADM, Population and Public Health
Telephone: 250 952-1731
Program Contact (for content): Lisa Forster-Coull, Provincial Nutritionist,
250-952-1124
Drafter: Lorrie Cramb, Manager, Public Health Nutrition
250-952-1956
Date: February 24, 2012
File Name with Path: P:\CDIPBE\HL_CD Prevention\Briefing Notes - 280-20\2012 -
Briefing Notes\CDIPBE\920592 - Nutrition Information In
Restaurants\920592 - Nutrition Information In Restaurants.Doc

**MINISTRY OF HEALTHY LIVING AND SPORT
DECISION BRIEFING DOCUMENT**

Cliff # 849276

PREPARED FOR: Honourable Ida Chong, Minister, Healthy Living and Sport
- FOR DECISION

TITLE:

S13

PURPOSE:

S13

BACKGROUND:

S13

In 2008, government announced plans to regulate trans fat in food service establishments and entered into public consultations with the food industry. Stakeholder input was critical to the success of this ground breaking regulation. Consultations were needed for government to benefit from food industry and health sector expertise, and to effectively manage issues with the restaurants. The consultation process was successful despite initial negative feedback from industry, mainly because government was able to more accurately assess challenges the industry was facing. Furthermore, stakeholders felt that they were engaged and had meaningful input into the process.

DISCUSSION:

513

Approved/Not Approved
Honourable Ida Chong, FCGA
Minister

Date Signed

Program ADM/Division: Andrew Hazlewood, ADM, Population and Public Health,
Telephone: 250-952-1731
Program Contact (for content): Lisa Forster-Coull, Provincial Nutritionist, 250-952-1124
Drafter: Lorrie Cramb
Date: October 5, 2010
File Name with Path: P:\CDIPBE\HL_CD prevention\Briefing Notes - 280-20\2010 -
Briefing Notes\Chronic Disease-Injury Prevention and Built
Environment\849276 - Pub Consult on Proposed Menu Labelling
Regs\849276 - Public Consultation on Proposed Menu Labelling
Regulation -BN .docx

Pages 8 through 13 redacted for the following reasons:

S13

**MINISTRY OF HEALTH SERVICES
INFORMATION BRIEFING NOTE**

Cliff # 879309

PREPARED FOR: Andrew Hazlewood, ADM, Population and Public Health
- FOR INFORMATION

TITLE: British Columbia Restaurant Program Design Update

PURPOSE: To present the change in the design of the Restaurant Program.

BACKGROUND:

As part of the Prevention and Health Improvement Strategy, Ministry of Health (MoH) staff have been working closely and confidentially with the restaurant industry and public health stakeholders in the development of a voluntary program to increase availability of nutrition information for menu items to promote healthy eating in restaurants. The MoH recognizes the breadth and complexity of the restaurant industry and has taken a very flexible approach to address different challenges and issues represented by different sub-sectors, including quick service, full service and independent restaurants.

S13

S14

DISCUSSION:

There is considerable interest from the restaurant industry in working with government on nutrition information disclosure.

S13

ADVICE:

The restaurant program will focus on nutrition information disclosure at point of selection.

S13

S13

Program ADM/Division: Andrew Hazlewood, ADM, Population and Public Health
Telephone: 250 952-1731
Program Contact (for content): Lisa Forster-Coull
Drafter: Lorrie Cramb
Date: May 13, 2011
File Name with Path: v:\cdipbe\hl_cd prevention\briefing notes - 280-20\2011 - briefing notes\cdipbe\879309-restaurant program update. doc



920496

February 24, 2012

David Hammond, PhD
Associate Professor
School of Public Health & Health Systems
University of Waterloo
200 University Ave West
Waterloo, ON N2L 3G1

Dear Professor Hammond:

I am writing in regards to your CIHR grant application entitled *Nutritional labeling on menus in Canada and the United States: Evidence to inform policy*.

British Columbia is committed to promoting healthy eating as part of its Healthy Families BC strategy. The Informed Dining Program is an important component of this strategy. The goal of the Informed Dining Program is to improve the health of British Columbians by helping consumers make healthier food choices when dining out, thereby contributing to the promotion of healthy weights and reducing the risk of chronic disease.

The proposed study would provide important feedback on the implementation of BC's Informed Dining Program. The study also has the potential to address evidence gaps identified during a "Think Tank" meeting hosted by Health Canada in March 2011 and to inform the Federal-Provincial-Territorial Task Group on the Provision of Nutrition Information in Restaurants and Foodservices.

I wish you the best of luck with this important project.

Sincerely,

Lorrie Cramb
Senior Manager-Public Health Nutrition
Population and Public Health



995595

November 26, 2013

Kami Rahmati
President and CEO
Waves Coffee House
715 Columbia St
New Westminster BC V3M 1B2

Dear Kami Rahmati:

On April 3, 2013, twenty-two National chain restaurants including Waves Coffee House publicly committed to participate in the Informed Dining program to provide customers in British Columbia with nutrition information for all standard menu items by the end of 2013.

We are pleased that White Spot, Subway and Boston Pizza have already implemented and many others are preparing to launch the Informed Dining program in the coming weeks. We want to ensure that Waves Coffee House has the same opportunity to showcase their public commitment to participate in the program.

The provision of nutrition information in restaurant settings continues to be a public health priority for the Province of BC. Several other Provinces and Territories, including Manitoba, have committed to adopt the Informed Dining program in their jurisdictions. We are committed to support you in implementing Informed Dining in BC and nationally if you choose to expand Canada-wide.

Please contact Ms. Natalie Laframboise, Program Administrator at InformedDining@gov.bc.ca, at your earliest convenience to discuss next steps.

Sincerely,

Arlene Paton
Assistant Deputy Minister
Population and Public Health

pc: Ms. Natalie Laframboise, Program Administrator, Informed Dining



995595

November 26, 2013

Ms. Susan Towle, Director
Quality Assurance and Government Relations
Wendy's Restaurants of Canada Inc.
240 Wyecroft Rd
Oakville ON L6K 2G7

Dear Ms. Towle:

On April 3, 2013, twenty-two National chain restaurants including Wendy's Restaurants of Canada Inc publicly committed to participate in the Informed Dining program to provide customers in British Columbia with nutrition information for all standard menu items by the end of 2013.

We are pleased that White Spot, Subway and Boston Pizza have already implemented and many others are preparing to launch the Informed Dining program in the coming weeks. We want to ensure that Wendy's Restaurants of Canada Inc has the same opportunity to showcase their public commitment to participate in the program.

The provision of nutrition information in restaurant settings continues to be a public health priority for the Province of BC. Several other Provinces and Territories, including Manitoba, have committed to adopt the Informed Dining program in their jurisdictions. We are committed to support you in implementing Informed Dining in BC and nationally if you choose to expand Canada-wide.

Please contact Ms. Natalie Laframboise, Program Administrator at InformedDining@gov.bc.ca, at your earliest convenience to discuss next steps.

Sincerely,

Arlene Paton
Assistant Deputy Minister
Population and Public Health

pc: Ms. Natalie Laframboise, Program Administrator, Informed Dining

BC Restaurant Quick Facts

Chain Restaurant Landscape in BC

- There are 22,000 permitted food service establishments in BC.
- There are 190 chain restaurants in BC including fast food (limited service), table service (full service), buffets and take-out delis.

Top 25 Chain Restaurants in BC¹

Restaurant	# of Chain Outlets in BC
Starbucks	370
Subway	275
Tim Hortons	257
McDonald's	206
A & W	160
7-Eleven Food Store	144
Panago Pizza	89
KFC	77
Canada Safeway	75
Quizno's	71
Mac's	63
Boston Pizza	60
White Spot	60
Domino's Pizza	56
Save-On-Foods	52
Dairy Queen	52
Wendy's	52
Pizza Hut	49
White Spot Triple O's	44
Little Caesars	44
Cobs Bread	40
Burger King	36

Canadian Eating Trends

- 57% of Canadians read labels of pre-packaged foods regularly with most label readers using the information to determine calorie content of a food.²
- 71% of Canadians would find it somewhat or very helpful to have nutrition information provided beside menu items in a restaurant when ordering food³
- Only 26% of Canadians agree restaurants are doing a good job of telling people about healthy choices⁴
- **On a typical day, only 51% of British Columbians consume food prepared solely in the home.**⁵
- **Meals and snacks sourced from restaurants account for 1 in 10 meal occasions**⁶
- **The average Canadian household spends 23.1% of its total food dollar on food service**⁶
- Most Canadians eat at a restaurant or use take-out once per week with a higher frequency of at least twice per week reported by men and youth (<25 years)⁷
- The average Canadian is consuming 3400mg of sodium a day, 1900mg above the Adequate Intake for adults. The major contributors to dietary sodium intake are commercially prepared foods, including those from restaurants and food services establishments⁸
- Since 2000 limited service restaurants have increased their sales by 45% and full service restaurants by 27%⁹

¹ Monday Report on Retailers. Directory of Retail, Restaurant & Fast Food Chains. Copyright 2010 Rogers Media Inc. Available from <http://www.mondayreport.ca/mondayreport/index.cfm>

² DiFrancesco L. Tracking nutrition trends VII: highlights from the Canadian Council of Food and Nutrition Survey of Food and Nutrition Knowledge, Attitudes and Behaviours of Canadians in 2008. Canadian Journal of Dietetic Practice & Research [serial on the Internet]. (2008; Dec), [cited November 9, 2010]; 69(4): Available from: CINAHL with Full Text.

³ IPSOS. Health Check Research Concepts – National Study; April 2010, Quantitative, N = 2403

⁴ IPSOS. Health Check Concepts Alberta Report, October 2009, Quantitative, random sample, N = 1800 +

⁵ Location profile of food preparation, by age group and sex, household population aged 1 and over, Canadian Community Health Survey (CCHS 2.2), British Columbia. Statistics Canada: Nutrition: Findings from the Canadian Community Health Survey – 2004.

⁶ CRFA website, www.crfa.ca/research. Accessed on November 15, 2010.

⁷ DiFrancesco L. Tracking nutrition trends VII: highlights from the Canadian Council of Food and Nutrition Survey of Food and Nutrition Knowledge, Attitudes and Behaviours of Canadians in 2008. Canadian Journal of Dietetic Practice & Research [serial on the Internet]. (2008; Dec), [cited November 9, 2010]; 69(4): Available from: CINAHL with Full Text.

⁸ Sodium Reduction Strategy for Canadians Recommendation from the Sodium Working Group, July 2010: Available from <http://www.hc-sc.gc.ca/fn-an/nutrition/sodium/strateg/index-eng.php>

⁹ Food Service Facts 2010: Market Review and Forecast. Canadian Restaurant and Foodservice Association.

Page 21 redacted for the following reason:

S13

US Jurisdictional Approaches (<http://www.cspinet.org/nutritionpolicy/MenuLabelingBills2007-2008.pdf>)

US Jurisdictions	Chain Criteria
2010 US National Health Care Reform Bill (will supercede all other state and local laws)	20 or more sites nationally
IMPLEMENTED	15 or more sites nationally + \$1 million in annual sales (collectively for the chain)
1. Seattle/King County, Washington	
2. New York City	15 or more sites nationally
3. Philadelphia	15 or more sites nationally
4. Westchester County, New York	15 or more sites anywhere
PASSED INTO LAW	15 or more sites nationally
1. Albany County, NY	
2. California	20 or more sites in California
3. Davidson County, TN	15 or more sites nationally
4. Maine	20 or more sites nationally
5. Massachusetts	20 or more sites in Massachusetts
6. Montgomery County, Maryland	20 or more sites nationally
7. Multnomah County, OR	15 or more sites nationally
8. New Jersey	20 or more sites nationally
9. Oregon	15 or more sites nationally
10. San Francisco City and County	20 or more sites nationally
11. San Mateo County, CA	15 or more sites in California
12. Santa Clara County, CA	14 or more sites in California
13. Suffolk County, NY	15 or more sites nationally
14. Ulster County, NY	15 or more sites nationally
INTRODUCED-CITIES / COUNTIES/STATES	
1. Lane County, OR	15 or more sites nationally
2. Nassau County, NY	15 or more sites nationally
3. Rockland County, NY	15 or more sites
4. Connecticut	15 or more sites nationally
5. 	
6. 	
7. Florida	19 or more sites in Florida
8. Hawaii	15 or more sites nationally
9. Indiana	20 or more sites in Indiana
10. 	
11. Maryland	15 or more sites nationally

12. Missouri	15 or more sites nationally
13. New York	15 or more sites nationally + 5 or more locations in New York State
14. ^{S13}	^{S13}
15. Pennsylvania	Average of at least \$500,000 in food sales over the last three years
16. Rhode Island	15 or more sites nationally
17. Tennessee	20 or more sites nationally
18. Texas	19 or more sites in the state
19. ^{S13}	^{S13}
20. West Virginia	15 or more sites nationally

S13

Pages 24 through 66 redacted for the following reasons:

S13