



that the only way for this program to work was to make it voluntary. In addition, we also lobbied on behalf of our independent operators to ensure that cash flow was not a deterrent from participation. Collaborating with government, we have created a small business package for restaurants who want to participate in Informed Dining. The package provides for free nutritional analysis to restaurants with less than 50 employees and less than 5 restaurants in a chain. The package will also provide dollars to offset printing and design costs for the separate nutritional sheet. Note that there is a limited budget for this initiative, and restaurants will be granted funding on a first come, first serve basis.

The government will also be undertaking a marketing campaign beginning in March 2012 that will highlight and promote the program and those restaurants on board.

We estimate the value of this program for the independent operator to be approximately \$10,000. To further assist, the BCRFA has a designated internal resource to work with each business to assist in its execution. See the feature in this issue.

Given consumer trends and government's strong push to promote healthy eating both in restaurants and at home, we strongly encourage you to consider participating in this program. Your first step is to register as this will

ensure your spot in the queue. If you are small business, please get in touch with Kelsey Klassen at the BCRFA kklassen@bcrfa.com or 604-669-2239 to start the process. If you are a business that doesn't qualify under the small business criteria, you will still benefit from the vast amount of marketing that the government will be going forward with and can sign up at: www.healthyfamiliesbc.ca/informed-dining

Finally, we hope you have a successful business holiday season and have a wonderful time with your friends and family.

Your support and involvement in pursuit of keeping a strong and united industry is greatly appreciated.

Ian Tostenson

President/ CEO

British Columbia Restaurant and Foodservices Association

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