Agenda - Executive Policy Committee - February 11, 2009

Moved by Councillor

That Rule 10(3) of The Procedure By-law No. 50/2007 be suspended in order that the following item, which was received less than 96 hours preceding the committee meeting, be considered by Committee.

Report - Standing Policy Committee on Protection and Community Services - February 9, 2009

Item No. 1 Reducing Trans Fats in Winnipeg Restaurants
eFile EH-1.6

STANDING COMMITTEE RECOMMENDATION:

On February 9, 2009, the Standing Policy Committee on Protection and Community Services concurred in the recommendation of the Winnipeg Public Service and submits the following to Council:

1. That the status update on the educational approach provided by the City of Winnipeg and its partners in order to reduce Trans Fats in Winnipeg Food Service Establishments be received as information.

2. That the City of Winnipeg encourage the Winnipeg Regional Health Authority to develop and lead educational and other proactive approaches with respect to the reduction of trans fats.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Agenda - Executive Policy Committee - February 11, 2009

Report - Standing Policy Committee on Protection and Community Services - February 9, 2009

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On February 9, 2009, the Standing Policy Committee on Protection and Community Services concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

Further, on February 9, 2009, the Standing Policy Committee on Protection and Community Services requested the Winnipeg Public Service to report back once Health Canada has issued an assessment of its June 20, 2007 recommendation to the food industry to limit the trans fat content of vegetable oils and soft, spreadable margarines to 2% of the total fat content and limit the trans fat content for all other foods to 5% of the total fat content, including ingredients sold to restaurants, within 2 years.

On October 6, 2008, the Standing Policy Committee on Protection and Community Services granted the Winnipeg Public Service a 120 day extension of time to report back with an update on the educational approach to reduce trans fats in Winnipeg food service establishments being delivered by the City of Winnipeg Environmental Health Services Division as well as the status of discussions with the Winnipeg Regional Health Authority and other levels of government.

On April 7, 2008, the Standing Policy Committee on Protection and Community Services concurred in the recommendation of the Winnipeg Public Service, namely:

1. That the City of Winnipeg Environmental Health Services collaborate with the Winnipeg Regional Health Authority, Manitoba Health, Health Canada, and other industry stakeholders in order to develop and implement collaborative education approaches with respect to healthy nutrition (including the reduction of trans fats) in Winnipeg food service establishments.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the foregoing.

Agenda - Executive Policy Committee - February 11, 2009

Report - Standing Policy Committee on Protection and Community Services - February 9, 2009

DECISION MAKING HISTORY (continued):

STANDING COMMITTEE RECOMMENDATION (continued):

Further on April 7, 2008, the Standing Policy Committee on Protection and Community Services recommended that the Winnipeg Public Service report back to its meeting on October 6, 2008, with an update on the educational approach to reduce trans fats in Winnipeg food service establishments being delivered by the City of Winnipeg Environmental Health Services Division as well as the status of discussions with the Winnipeg Regional Health Authority and other levels of government.

On January 11, 2008, the Standing Policy Committee on Protection and Community Services directed the Winnipeg Public Service to report back within 90 days on the feasibility of restricting trans fats in restaurants in the City of Winnipeg and/or requiring City restaurants to disclose the amount of trans fats in food.

RE: Reducing Trans Fats in Winnipeg Restaurants - Status Update

FOR SUBMISSION TO:	Standing Policy Committee on Protection and Community Services
ORIGINAL REPORT SIGNED BY:	Clive Wightman, Director Community Services
REPORT DATE:	February 4, 2009

RECOMMENDATION(S):

1. That the status update on the educational approach provided by the City of Winnipeg and its partners in order to reduce Trans Fats in Winnipeg Food Service Establishments be received as information.

2. That Council encourage the Winnipeg Regional Health Authority to develop and lead educational and other proactive approaches with respect to the reduction of trans fats.

Report Summary

Key Issues:

- A committee of representatives (the stakeholders) from the City of Winnipeg Community Services Department, Winnipeg Regional Health Authority (WRHA), Manitoba Health and Healthy Living, Heart and Stroke Foundation of Manitoba (HSFM), Canadian Restaurant and Food Association (CRFA) and the Manitoba Restaurant and Food Service Association (MRFSA) has now formed, with the objective of developing and implementing collaborative educational approaches with respect to healthy nutrition (including the reduction of trans fats) in Winnipeg food service establishments.

- The Committee's mandate is to develop a campaign that will increase public awareness on how to make healthy choices in food service establishments. The main component of this campaign would be a fact sheet created around the top five healthy choices that can be made when eating in a restaurant. The top five nutrition topics highlighted include:
    - **Fat**
    - **Sodium**
    - **Portion Sizes**
    - **Vegetables**

- **Whole-grains**

- It is proposed that nutrition information specific to this campaign will be developed by stakeholders (HSFM and WRHA) with the professional nutrition expertise. The top five healthy choices will be promoted through stakeholder websites, reader boards, buckslips, The City of Winnipeg Leisure Guide, media outlets - including television, and through the City of Winnipeg Food Handler Training Course. The Committee will also look at other opportunities to promote this information. A broad-based promotional strategy utilizing a variety of communication medium operated by the stakeholders will reach both the general public and industry stakeholders.

    - Other related initiatives that are being considered or are already underway include:

        - Stakeholders will promote industry awareness about the Health Check Program. Winnipeg food service establishments will be encouraged to participate in this national program.

        - Community Bylaw Enforcement Services is also planning to assist Health Canada with the collection of samples from food services operations as part of the Trans Fat Monitoring Program.

        - Articles developed by the WRHA discussing trans fats and saturated fats and an article related to carbohydrates in foods have been published in the City of Winnipeg Leisure Guide. An article related to sodium in foods is planned for the 2009 spring/summer edition of the Leisure Guide.

    - Some of the stakeholders are providing information related to the reduction of trans fats. For example, the CFRA has developed guidelines for the reduction/elimination of trans fat in menu items.

    - Health Canada has implemented a trans fat reduction strategy for the Canadian food supply, which includes the reduction of trans fats in food service establishments.

        - *In early 2005, the Trans Fat Task Force (TFTF) was formed in response to the passage of an opposition motion introduced in the House of Commons (in November 2004) calling on Health Canada and the Heart and Stroke Foundation of Canada to co-chair a multi-stakeholder task force. The Trans Fat Task force had a mandate to develop recommendations and strategies "to effectively eliminate or reduce processed trans fats in Canadian foods to the lowest level possible.*

- *In June 2006, the TFTF submitted their final report, TRANSforming the Food Supply, to the Minister of Health. The Task Force recommended that:*

1) For all vegetable oils and soft, spreadable (tub-type) margarines sold to consumers or for use as an ingredient in the preparation of foods on site by retailers or food service establishments, the total trans fat content be limited by regulation to 2% of total fat content.
2) For all other foods purchased by a retail or food service establishment for sale to consumers or for use as an ingredient in the preparation of foods on site, the total trans fat content be limited by regulation to 5% of total fat content. This limit does not apply to food products for which the fat originates exclusively from ruminant meat or dairy products.

- *In June 2007, The Honourable Tony Clement, Minister of Health received the final TFTF report and adopted the proposed 2% and 5% limits. The Minister also announced that these limits will be used to assess industry's performance over the next two years. In June of 2009, if significant progress has not been made then regulations will be developed by the Federal government.*
- *Health Canada has indicated that significant voluntary progress by the industry has been achieved to date with respect to the reduction of trans fats in spreadable margarines and foods fried in cooking oils.*

- On July 21, 2008, Member of Parliament for Charleswood-St. James-Assiniboia and Parliamentary Secretary for Health, Steven Fletcher, announced that Canada is continuing to make progress in offering healthier food choices for Canadians. Results from the second set of data from Health Canada's trans fat monitoring program has been posted, and they continue to be encouraging.

- The expertise to **develop** a healthy nutrition program that includes the reduction of trans fats and other unhealthy food ingredients (i.e., saturated fats, sodium, etc.) is within the mandate of the Winnipeg Regional Health Authority.

- As such, this report proposes that Council formally recommends that the WRHA take the lead role in the proposed collaborative educational approach.

Implications of the Recommendation(s):

General Implications

( ) None

( ) For the organization overall and/or for other departments

(x) For the community and/or organizations external to the City

( ) Involves a multi-year contract

Comment(s): By working collaboratively with the WRHA and other stakeholders, the City of Winnipeg can explore educational awareness approaches in order to reduce trans fats in Winnipeg restaurants.

Policy Implications

(x) No

( ) Yes

Comment(s):

Regulatory Implications

(x) None

( ) Eliminates or reduces regulatory impact

( ) Proposes regulatory impact

Comment(s):

Environmental Implications

(x) No

( ) Yes

Comment(s):

Human Resources Implications

(x) No

( ) Yes

Comment(s): Development and distribution of information will be through existing resources.

Financial Implications

(x) Within approved current and/or capital budget

( ) Current and/or capital budget adjustment required

Comment(s): There are no financial impacts associated with this report.

Report

REASON FOR THE REPORT:

On October 6, 2008, the Standing Policy Committee on Protection and Community Services granted the Winnipeg Public Service a 120-day extension of time to report back with an update on the educational approach to reduce trans fats in Winnipeg food service establishments being delivered by the City of Winnipeg, as well as status of discussions with the WRHA and other levels of Government.

HISTORY:

On January 11, 2008, the Standing Policy Committee on Protection and Community Services directed the Winnipeg Public Service to report back within 90 days on the feasibility of restricting trans fats in restaurants in the City of Winnipeg and/or requiring City restaurants to disclose the amounts of trans fats in food.

On April 7, 2008, the Standing Policy Committee on Protection and Community Services received the report *Reducing Trans Fats in Winnipeg Restaurants* and concurred in the recommendations of the Winnipeg Public Service, namely;

1. That the City of Winnipeg Environmental Health Services collaborate with the Winnipeg Regional Health Authority, Manitoba Health, Health Canada, and other industry stakeholders in order to develop and implement collaborative education approaches with respect to health nutrition (including the reduction of trans fats) in Winnipeg food services establishments.

2. That the Proper Officers of the City be authorized to do all things necessary to implement the foregoing.

Further, the Standing Policy Committee on Protection and Community Services recommended that the Winnipeg Public Service report back to its meeting on October 6, 2008, with an update on the educational approach to reduce trans fats in Winnipeg food service establishments being delivered by the City of Winnipeg Environmental Health Services Division, as well as the status of the discussions with the Winnipeg Regional Health Authority and other levels of Government.

On October 6, 2008, the Standing Policy Committee on Protection and Community Services granted the Winnipeg Public Service a 120 day extension of time to report back with an update on the educational approach to reduce trans fats in Winnipeg food service establishments being delivered by the City of Winnipeg as well as status of discussion with the WRHA and other levels of government.

Some interagency collaborative educational approaches with respect to healthy nutrition (including the reduction of trans fats) have already taken place. Articles developed by the WRHA discussing trans fats and saturated fats and an article related to carbohydrates in foods have been published in the City of Winnipeg Leisure Guide. An article related to sodium foods is planned for the 2009 spring/summer edition of the Leisure Guide.

Health Canada has implemented a trans fat reduction strategy for the Canadian food supply, which includes the reduction of trans fats in food service establishments.

- *In early 2005, the Trans Fat Task Force (TFTF) was formed in response to the passage of an opposition motion introduced in the House of Commons (in November 2004) calling on Health Canada and the Heart and Stroke Foundation of Canada to co-chair a multi-stakeholder task force. The Trans Fat Task force had a mandate to develop recommendations and strategies "to effectively eliminate or reduce processed trans fats in Canadian foods to the lowest level possible.*
- *In June 2006, the TFTF submitted their final report, TRANSforming the Food Supply, to the Minister of Health. The Task Force recommended that:*

1) For all vegetable oils and soft, spreadable (tub-type) margarines sold to consumers or for use as an ingredient in the preparation of foods on site by retailers or food service establishments, the total trans fat content be limited by regulation to 2% of total fat content.
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- *In June 2007, The Honourable Tony Clement, Minister of Health received the final TFTF report and adopted the proposed 2% and 5% limits. The Minister also announced that these limits will be used to assess industry's performance over the next two years. In June of 2009, if significant progress has not been made then regulations will be developed by the Federal government.*
- *Health Canada has indicated that significant voluntary progress by the industry has been achieved to date with respect to the reduction of trans fats in spreadable margarines and foods fried in cooking oils.*

- On July 21, 2008, Member of Parliament for Charleswood-St. James-Assiniboia and Parliamentary Secretary for Health, Steven Fletcher, announced that Canada is continuing to make progress in offering healthier food choices for Canadians. Results from the second set of data from Health Canada's trans fat monitoring program has been posted, and they continue to be encouraging.

DISCUSSION:

Update:

In November of 2008, a committee made up of representatives (the stakeholders) from the City of Winnipeg Community Services Department, Winnipeg Regional Health Authority (WRHA), Manitoba Health and Healthy Living, Heart and Stroke Foundation of Manitoba (HSFM), Canadian Restaurant and Food Association (CRFA) and the Manitoba Restaurant and Food Service Association (MRFA) was formed with the objective of developing and implementing collaborative educational approaches with respect to healthy nutrition (including the reduction of trans fats) in Winnipeg food service establishments.

The Committee has reviewed past programs and current initiatives in view of developing an approach that supports the Standing Committee recommendations.

After some discussion, the Committee is intending to pursue a collaborative approach to create public awareness on how to make healthy choices in food service establishments. A variety of comprehensive initiatives were considered, but many are resource intensive, so the current activities were selected as feasible to do within existing resources and partner contributions in kind.

The main component of this campaign would be a fact sheet created around the top five healthy choices people can make when eating in a restaurant and why people should focus on these five healthy choices. The top five nutrition topics highlighted include:

Fat:
Educating the public on how to look for phrases that signal lower fat (for example, steamed and roasted) and higher fat (for example, alfredo and battered) menu items. Also, providing information on the difference between healthy fats (monounsaturated and polyunsaturated) versus unhealthy fats (saturated and trans), and encourage customers to ask servers if the restaurant uses trans-fat free oil.

Sodium:
Looking for and ordering food items that may be lower in salt and avoiding high salt foods. For example, not ordering foods that are pickled or smoked and ordering dressings and gravies on the side.

Portion Sizes:
Requesting half portions, splitting a meal with a family member and not “supersizing” are a few examples.

Vegetables:
Substituting french fries with vegetables and starting a meal off with a salad are a few examples of consumer requests that can be made that are healthier choices.

Whole-grains:
Choosing whole grain products such as whole grain pasta, breads and pizza crust.

The Committee recognizes that the food service industry is highly competitive and individual food service operators understand the importance of providing those products that are requested by the consumers. In order for the marketing strategy to be effective it must target both the consumer and the food service industry. Much of this same information can be delivered to food handling establishment owners and operators to create awareness of healthy alternatives and that they may see an increase in the demand for these healthy alternatives.

The planned marketing strategy will target both the food service establishments and the general public. Since there are no additional resources dedicated to this initiative, the

committee will use existing resources to develop a broad range of promotional strategies that include websites, community newsletters, the City of Winnipeg Leisure Guide, food handler training courses and television media.

Roles of Stakeholders

As this is a collaborative approach, each stakeholder will have a role in distributing and/or developing the top five articles. The content of the top five fact sheet will be developed by the WRHA and HSFM nutritionists who are the professional experts in this area. These agencies would also assist in the distribution and promotion of this information through their respective websites and other means such as buckslips and appearing on T.V. information shows. This information may also be circulated through issues of *Heart Beats* and posted on the reader boards. *Heart Beats* is a HSFM newsletter distributed to approximately 1500 donors and sponsors.

The City of Winnipeg will develop course content and will include content of the top five fact sheet in the City of Winnipeg Food Handler Training Course. This nutritional information could also be circulated in specific issues of the City of Winnipeg Leisure Guide and posted on the City of Winnipeg website. Additional promotional opportunities will also be explored. Much of this same information can be made available to industry through the MRFA and CFRA.

The Committee plans to meet to begin developing the actual implementation strategy that includes identifying resources, timelines, limitations, etc.

HSFM will also work with MRFA and CFRA in distributing information about the Health Check Restaurant Program. The Health Check Restaurant Program is based on the same guiding principles as the symbol on food packages found in grocery stores. Nutrient criteria for total fat, saturated fat, trans fat, protein, and sodium have been developed by the Heart and Stroke Foundation dieticians and are based on Canada's Food Guide. The nutrient criteria are different for each food category. Restaurants who choose to participate in the program submit menu items to Health Check. The Health Check dieticians analyze the menu items (recipe or lab analysis) and the menu item must meet all criteria in order to display the Health Check symbol. Lab analyses are completed on all Health Check menu items periodically to ensure compliance.

Community Bylaw Enforcement Services is also planning to assist Health Canada with the collection of samples from food services operations as part of the Trans Fat Monitoring Program. So far, the sampling program has focussed on pre-packaged foods such as cookies, crackers, margarines and spreads, and foods from major restaurant and fast food chains in Canada. The sampling plan also includes analyzing foods from the food service sector. The Division is assisting with this part of the program.

Some interagency collaborative educational approaches with respect to healthy nutrition (including the reduction of trans fats) have already taken place. Articles developed by the WRHA discussing trans fats and saturated fats and an article related to

carbohydrates in foods have been published in the City of Winnipeg Leisure Guide. An article related to sodium in foods is planned for the 2009 spring/summer edition of the Leisure Guide.

The City of Winnipeg Community Services Department does not have the mandate to lead trans fats reduction strategies. The expertise to **develop** a healthy nutrition program that includes the reduction of trans fats and other unhealthy food ingredients (i.e., saturated fats, sodium, etc.) is within the mandate of the Winnipeg Regional Health Authority. As such, this report proposes that Council formally recommends that the WRHA take the lead role in the proposed collaborative educational approach.

Financial Impact Statement — Date: February 4, 2009

Project Name: — **First Year of Program**

Reducing Trans Fats in Winnipeg Restaurants - Status Update

	0	1	2	3	4
Capital					
Capital Expenditures Required	$ -	$ -	$ -	$ -	$ -
Less: Existing Budgeted Costs	-	-	-	-	-
Additional Capital Budget Required	$ -	$ -	$ -	$ -	$ -
Funding Sources:					
Debt - Internal	$ -	$ -	$ -	$ -	$ -
Debt - External	-	-	-	-	-
Grants (Enter Description Here)	-	-	-	-	-
Reserves, Equity, Surplus	-	-	-	-	-
Other - Enter Description Here	-	-	-	-	-
Total Funding	$ -	$ -	$ -	$ -	$ -
Total Additional Capital Budget Required	$ -				
Total Additional Debt Required	$ -				
Current Expenditures/Revenues					
Direct Costs	$ -	$ -	$ -	$ -	$ -
Less: Incremental Revenue/Recovery	-	-	-	-	-
Net Cost/(Benefit)	$ -	$ -	$ -	$ -	$ -
Less: Existing Budget Amounts	-	-	-	-	-
Net Budget Adjustment Required	$ -	$ -	$ -	$ -	$ -

Additional Comments: There are no financial implications associated with this report.

Cindy Fernandes
Manager of Finance & Administration

IN PREPARING THIS REPORT THERE WAS:

Internal Consultation With and Concurrence By:

Internal Services Department, Legal Services Division

External Consultation With:
Winnipeg Regional Health Authority
Heart and Stroke Foundation of Manitoba
Manitoba Health and Healthy Living
Canadian Restaurant and Food Association
Manitoba Restaurant and Food Service Association

THIS REPORT SUBMITTED BY:

Department: Community Services Department
Division: Community Bylaw Enforcement Services
Prepared by: Peter Parys, Manager