

From Nutrition Labeling to Increased Produce Consumption: Charting Health & New Directions for America's Restaurants





Public Policy Focus by Strategic Imperative

Jobs & Careers	Profitability & Entrepreneurship	Food & Health Living	Sustainability & Social Responsibility
<ul style="list-style-type: none"> ▪ Immigration ▪ Health Care Reform ▪ Labor Reform - EFCA ▪ Paid Leave Mandates (Sick/FMLA) ▪ Minimum Wage ▪ ADA ▪ OSHA 	<ul style="list-style-type: none"> ▪ Restaurant Depreciation ▪ Interlock Devices ▪ Travel Promotion Act ▪ Business Meal Deductibility ▪ Credit Card Interchange Fees ▪ Access to Credit ▪ Estate Tax ▪ Tax Extenders/Issues ▪ Gift Cards ▪ Trade ▪ Tort Reform 	<ul style="list-style-type: none"> ▪ Obesity ▪ Nutritional Information ▪ Food Safety ▪ Sodium ▪ Children’s Marketing ▪ Child Nutrition Reauthorization ▪ Allergens ▪ Country of Origin Labeling ▪ Nutrient Restrictions 	<ul style="list-style-type: none"> ▪ Energy Reform <ul style="list-style-type: none"> ▪ Natural Gas ▪ Corn Ethanol ▪ Cap and Trade ▪ Environmental Mandates/Taxes ▪ Smoking Bans ▪ Animal Welfare

Sodium

Identify solutions on sodium while maintaining an environment that is flexible enough to accommodate different business models – while providing consumers the dining experience they have come to expect.

Food & Healthy Living Platform

- To educate our members on opportunities to provide choice to customers that meet healthy, well-balanced criteria
- To help our members to educate their staff and employees on health and wellness
- To engage with consumers, thought leaders, policymakers and influencers on key issues and what the industry is doing to offer “well-balanced” choices

Food & Healthy Living Platform, cont'd.

- To work with supply chain and culinary experts on product innovation and reformulation
- To engage our members by offering tools, resources, and opportunities to provide information and options in a manner that is meaningful to their customers and their community
- To partner with key stakeholders including our state restaurant associations, supply chain, culinary experts, public health community.



The Power of Fresh Produce

72% of restaurant operators agree that emphasizing fresh produce in their marketing efforts drives more customers to their restaurant.

The Power of Fresh Produce

67% percent of restaurant operators said they wish they had more options regarding fresh produce selections

PMA – IFDA – NRA Commitment

- **Re-imagine the restaurant experience with a stronger produce presence**
- **Improve consumer confidence in produce**
- **Demonstrate social responsibility**
- **Promote closer collaboration between sectors**
- **Encourage closer collaboration with government and other stakeholders**

