

## THEME PROMOTIONS

**CANADIAN ENVIRONMENT WEEK**  
JUNE 5 TO JUNE 11

Reducing your environmental **FOODprint**

*Your food choices and the environment are connected!*

Your **environmental FOODprint** is the impact your food choices have on the environment. Here are some ideas on how you can reduce your impact through the food choices you make everyday:

- Choose local first, when in season
- Actively choose meatless options
- If meat is desired, choose other proteins over beef
- Choose sustainable seafood
- Choose Fair Trade Organic Coffee

The graphic features a central footprint made of green leaves. Surrounding it are five circular icons: a local product, a meatless burger, a plate of meat and vegetables, a fish, and a coffee cup. Each icon is connected to a text box with a line. Logos for 'LOCAL FLAVOUR', 'OCEAN FRIENDLY', and 'FAIR TRADE ORGANIC COFFEE' are also present.

### Feature Canadian Environment Week (June 5-11)

Canadian Environment Week is celebrated every year in the first week of June as an opportunity to raise awareness about the specific environmental issues that affect us here at home, as well as to celebrate the actions of all Canadians who are taking steps to reduce their environmental impact.

An **environmental footprint** is the impact your food choices have on the environment.

This year, take part in Canadian Environment Week by educating your guests on how their food choices impact the environment.

- Post the **“Reducing your environmental FOODprint”** flyer (included) in your café.
- Actively provide and promote food options that are both healthy and reflect sustainable, ethical purchasing:
  - Feature a sustainable seafood menu option during the week
  - Feature a menu option highlighting local products (if in season)
  - Feature meatless (vegetarian) options during the week
  - Feature Fair Trade Organic Coffee (if available)

For further understanding on these initiatives, visit Navigator > Sustainability - [CLICK HERE](#).