



FOR IMMEDIATE RELEASE

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Vancouver, BC - Canadian Diners For Eating Wildlife(CADFEW) is celebrating the launch of Canada's first BYOM (bring-your-own-meat) program.

In this ground-breaking initiative, diners can bring their own meat to restaurants for a more targeted culinary experience. Whether it's a bird that they've shot down or coyote that's been wandering around their backyard, animals of various sizes can be brought into participating restaurants for a customized and discounted meal.

"This is a big step forward in redefining sustainability and eliminating food wastage," says program director, Hunter Wilde. "With this program, we're going to see a lot more of the exchange of goods and services as a move away from conventional transactions."

The Canadian food landscape is rich with producers, farmers, growers and chefs. Now, the consumer can be a part of that story about where food comes from.

CADFEW is a proud partner with leading restaurants in Canada to offer restaurants a chance to showcase their skills with different meats, offer consumers more choices, and work closely with consumers to answer questions about safe meat handling practices.

About CADFEW

The Canadian Diners For Eating Wildlife is a non-profit organization that supports the hunting and consumption of animals that Canadians find in their own backyards.

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