



### Latest restaurant

Eldon Morell owner and operator of the one-day-old Swiss Chalet/Harveys, left, and manager Leo Dubeau stand next to the restaurants drive-thru. The idea of combining Swiss Chalet and Harvey's under one roof, is not totally new but the

idea of serving the food on real china in these stores is. Morell says that patrons of Swiss Chalet, will have their food served on china. The newest in restaurants officially opened its doors yesterday.

## New program to help food processors

A \$6-million program to help small food processors increase efficiency and expand facilities was announced recently by Agriculture and Food Minister Jack Riddell.

The Ontario Small Food Processors Assistance Program will provide grants to help viable companies improve their access to market information, strengthen their business planning and invest in new technology and facilities.

"This program will provide benefits in many different areas," said Riddell. "It will increase employment, provide additional opportunities for agricultural production, enlarge the potential for import replacement and increase the opportunity for

exports of Ontario products."

Consumers will benefit through improved food quality, greater availability on Ontario-produced speciality products including meats and increased supply of some products in smaller markets.

The program is designed to meet the specific needs of small food processors who often lack the expertise and resources to obtain information on markets and competition. It will also help to encourage processors to modernize their equipment and adopt new technologies in areas such as packaging and energy-saving equipment.

Firms will be eligible to receive 50 per cent of the

cost of market research studies up to a maximum of \$7,500 to enable them to better understand their existing market and increase their potential for expanding into new areas.

Grants of up to 50 per cent to a maximum of \$3,000 will be available to assist smaller firms conduct feasibility studies on plant expansion and to provide counselling on the acquisition of private-sector financing.

Payment of up to one-third of the cost of modernizing and expanding existing processor's operations will be available to a maximum of \$50,000.

"Under the program, the private sector will be spen-

ding four dollars for every dollar spent by the public sector," said Riddell. "The program will encourage food processing development and assure value added marketing of farm products."



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### A brief respite

Darrell Gibbons lets his sister Tammy, and Terri Lynn, massage his feet while he does his best to enjoy a 15 minute meal break during the annual CKMP Clutch-

a-thon. Gibbons was fourth in a field of 18. He and three others lasted more than 70 hours. The winner set a record of 85 hours 32 minutes.

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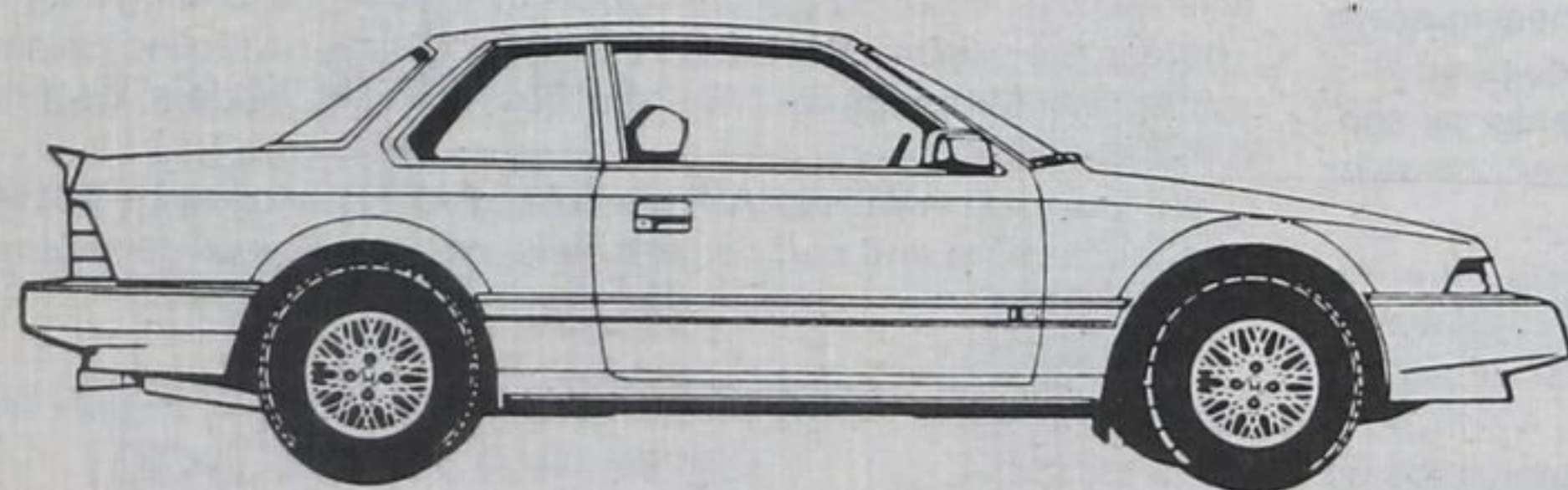
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