

HPB PARTNERS 235 SUPERMARKET OUTLETS TO PROMOTE HEALTHIER EATING AT HOME

*Third thrust of Food Strategy nudges Singaporeans to prepare home-cooked meals
with healthier products*

Singapore, 25 July 2015 – The Health Promotion Board (HPB) today kicked off the third thrust¹ of its three-pronged Food Strategy. Focused on enabling consumers to prepare healthier, tasty meals at home, HPB has partnered with the industry to make food products endorsed with the Healthier Choice Symbol (HCS) even more accessible.

Supermarket chains Cold Storage, FairPrice, Prime Supermarket and Sheng Siong, as well as food manufacturers such as Ayam Brand, Nestle and Prima Taste, have joined forces with HPB on a “Shop Healthy. Get More from Life” campaign. Across the island, 235 supermarket outlets will help shape Singaporeans’ purchase decisions to pick up healthier groceries.

To increase the awareness of healthier choice options and encourage shoppers to choose healthier products, the “Shop Healthy. Get More from Life” campaign, which runs from today until 30 November 2015, will see supermarkets promoting products with the Healthier Choice Symbol and shoppers standing a chance to win prizes for making HCS purchases.

At each step of their shopping experience, Singaporeans will be nudged at various decision points to make informed, healthier choices. This includes:

- In the vicinity: Roadshows, ad walkers, promotional flyers and bus-stop posters will interest shoppers to find out more about the campaign and purchasing of healthier products
- Storefront: Campaign banners and publicity posters will further draw shoppers into the supermarkets
- In-store: HCS product shelves will prominently display HCS products, and promotions and recipe cards will attract shoppers to make their HCS purchases
- Product aisles: Hanging mobiles and promotional wobblers will act as visual cues to encourage purchases of healthier choice products
- Check-out counters: Publicity posters and point-of-sale wobblers will further remind shoppers of the incentives in selecting HCS products
- Customer engagement: At some outlets, there will be instant win activities, roving kitchens and food sampling to demonstrate the use of HCS products to prepare healthier and tasty meals

At the launch of the campaign today, A/Prof Muhammad Faishal Ibrahim, Parliamentary Secretary for Health, highlighted the importance of eating right at home. “With 68 per cent of Singaporeans having at least one meal a day at home, supermarket chains and food manufacturers are natural partners in our efforts to nudge people to use healthier ingredients when preparing home-cooked meals. This is part of our wider Food Strategy to encourage

¹ The Food Strategy is one of the key initiatives under the Healthy Living Master Plan that was announced in April 2014. It comprises three key initiatives which are underpinned by strong partnerships with the Food & Beverage industry – the Healthier Dining Programme, the increased availability of less sweetened beverages, and the increased availability of Healthier Choice products.

Singaporeans to become accustomed to making the healthier choice their default choice. As a visual identifier, the Healthier Choice Symbol makes it easy for us to pick out healthier options and incorporate them into our diet, allowing us to eat more healthily.”

While the quality of diet of those who eat at home tend to be better than those who eat out, there is still room for improvement. The National Nutrition Survey 2010² showed that among those who eat at least one meal a day at home, more than half exceed their calorie requirements, 7 out of 10 Singaporeans consume too much saturated fat or do not even consume one serving of whole-grain, and about a quarter consume too much added sugar.

The National Nutrition Survey 2010 also showed that Singaporeans who include healthier choice products in their diet have better nutritional profiles, for example lower saturated fat intake and higher calcium intake. This is because products marked with the Healthier Choice Symbol contain lesser sodium, saturated fat and sugar. Some products are also higher in calcium, dietary fibre and whole-grains, than others in similar food groups.

Since the Healthier Choice Symbol was introduced, the number of HCS products has grown with the increasing acceptance and demand for healthier products. To date, there are 2,500 HCS products available across 70 food categories. HPB will continue to work with retailers and food manufacturers to increase the market share of HCS products from the current 15 per cent to 25 per cent by 2020, to make healthier products even more accessible to Singaporeans.

HPB’s Food Strategy – Greater access to healthier options

The Food Strategy announced a year ago has also provided Singaporeans with increased access to healthier options when eating out. With 60 per cent of Singapore residents usually eating out for lunch or dinner, this is important as it is easy for the recommended daily energy intake to be exceeded, given that each eat-out meal contains an average of 700-800 calories.

The launch of the Healthier Dining Programme (HDP) in June 2014 has seen HPB partner restaurants and food court chains to offer healthier and affordable food options such as 500-calorie meals. Kopitiam, NTUC Foodfare and Koufu have made it mandatory for their tenants to include at least one healthier meal in their menus, and healthier options are now available at 545 stalls in 39 food courts island-wide.

In total, more than 1,130 F&B outlets including restaurants, cafes, kiosks and caterers, and food courts and hawker stalls are serving healthier meals, making healthier choices increasingly accessible for diners. This represents 38 different food service providers on board the programme, more than double the number of partners since its launch.

There has also been an upward trend in demand for healthier meals at participating eateries. In May 2015, 950,000 healthier meals were sold, a 81 per cent month-on-month increase compared to the 525,000 healthier meals sold in June 2014. In total, more than 9.4 million healthier meals have been sold since the launch of the Healthier Dining Programme. On the basis that an average of 250 calories can be averted with each healthier meal consumed, an equivalent of 2.4 billion calories has been saved, over a year, in the Singapore population.

To encourage Singaporeans to choose reduced sugar or no sugar beverages when they dine out, HPB also launched the “Life’s Sweeter with Less Sugar” campaign late last year. A major source of sugar is sweetened drinks, where Singaporeans consume an average of two sweetened drinks a day. Sweetened drinks are a source of excessive calories, contributing

² The National Nutrition Survey is conducted every six years. The next survey will be in 2016.

about 200 calories or 10% of daily caloric allowance³. These calories are mainly consumed as empty calories which have little nutritional value. The campaign which ran from October 2014 to February 2015 saw over 980 drink outlets in food courts, hawker stalls, coffee shops and kiosks in partnership to promote reduced or no-sugar beverages to nudge consumers into making these their default choice. HPB will continue to promote the consumption of these beverages.

Most recently, to encourage Singaporeans to consume a complete healthier meal when dining out, the latest extension of the Healthier Dining Programme launched last month sees the pairing of healthier food and drinks in a “Enjoy Every Day the Healthy Way” promotion. HPB has worked with Kopitiam and NTUC Foodfare to offer customers discounts when they opt for healthier food or beverage options, in order to nudge them to couple a 500-calorie dish or set meal, with a lower or zero-sugar drink. The promotion started in June 2015 and will run until 7 August 2015.

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³ Based on a daily caloric allowance of 2000kcal.

MEDIA FACT SHEET ON HEALTHIER CHOICE SYMBOL

Using the Healthier Choice Symbol (HCS) to guide your grocery purchases is one way to incorporate healthier options into your diet. Products with the symbol are in general lower in fat, saturated fat, sodium, sugar and higher in dietary fiber, calcium and whole-grains. To make nutrition labelling more comprehensive, the Health Promotion Board is introducing the enhanced versions of the Healthier Choice Symbol, each of which focuses on a particular nutritional aspect of the product.

What do these Healthier Choice Symbols mean?

There are a total of six nutrient specific claims below the original logo. Each HCS product will carry one of the six logos. Some products may carry two claims appropriate to the product should it satisfy the nutritional guidelines.

Name of logo	Symbols	What do they mean?
Higher in Whole-grains	 <p>Higher in Whole-Grains</p>	<p>Products carrying this logo contain at least 20% more whole-grains compared to similar products from the same food category.</p> <p>The benefits of whole-grains go beyond its fibre content. Whole-grains are also important sources of anti-oxidants like vitamin E, selenium and phytochemicals. These food components work together to help lower the risk of heart disease, diabetes and certain cancers. Whole-grains may also play a role in weight management.</p> <p>Foods carrying this logo include brown (or unpolished) rice, brown rice vermicelli (bee hoon), whole-grain breakfast cereals, wholemeal breads, whole-grain pasta and whole-grain cereal beverages.</p>
Higher in Calcium	 <p>Higher in Calcium</p>	<p>Products carrying this logo contain at least 25% more calcium compared to similar products.</p> <p>Calcium help support the development of strong bones and teeth. A healthy diet with adequate calcium and vitamin D, with regular exercise, helps to achieve strong bones and may reduce the risk of osteoporosis</p> <p>Foods carrying this logo include calcium fortified soy products, milk and milk products.</p>

<p>Lower in Sugar</p>	 <p>Lower in Sugar</p>	<p>Products carrying this logo contain at least 25% less sugar compared to regular sweetened beverages or products from the same food category.</p> <p>Added sugars in food provide empty calories with little nutritional value. Excessive consumption of foods high in added sugars can contribute considerably to energy intake. Excess energy intake if not expended through physical activity can lead to weight gain and obesity. Obesity is a risk factor for diabetes coronary heart disease, stroke and high blood pressure.</p> <p>Foods carrying this logo include Asian drinks, sweetened drinks, cultured milk products, juice drinks and dried fruits.</p>
<p>Lower in Sodium</p>	 <p>Lower in Sodium</p>	<p>Products carrying this logo contain at least 25% less sodium compared to similar products.</p> <p>Excessive sodium intake increases blood pressure, a major risk factor for stroke and kidney disease. Evidence suggest that sodium intake of less than 2000mg of sodium per day is beneficial in reducing blood pressure.</p> <p>Foods carrying this logo include sauces, recipe mixes and paste, canned and processed meats, processed seafood-based foods, dried legumes, nuts and seeds.</p>
<p>Lower in Saturated Fats</p>	 <p>Lower in Saturated Fat</p>	<p>Products carrying this logo contain at least 25% less saturated fat compared to similar products.</p> <p>Saturated fat tends to raise total blood cholesterol and low-density lipoproteins (LDL). High levels of LDL increase the risk of coronary heart disease and stroke.</p> <p>Foods carrying this logo include dairy products, edible oils, fat spreads, convenience meals and 3-in-1 beverages.</p>

<p>Trans Fat Free</p>	 <p>Trans Fat Free</p>	<p>Products carrying this logo contain no or negligible amounts of trans-fat i.e. less than 0.5g per 100g of the product.</p> <p>Trans fat like saturated fat, increases the risk of heart disease. It not only increases the LDL levels, but also decreases the level of good cholesterol (High-density lipoprotein) in the blood.</p> <p>Foods carrying this logo include margarines, edible oils, biscuits and cookies, cakes, breads and rolls.</p>
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Eating in moderation

Healthier Choice Symbol products are healthier than those without logo as they contain lesser sodium, saturated fat, sugar and, or free of trans fat, or higher in calcium, dietary fibre and whole grains. Though these HCS labelled foods are healthier than those in the similar food groups, all foods that are consumed in excessive amount can cause weight gain. Hence, even when eating foods with the HCS, remember to consume in moderation.

MEDIA FACT SHEET ON UPDATES ON THE HEALTHIER DINING PROGRAMME

Background

1. The National Nutrition Survey 2010 (NNS 2010) showed that 60 per cent of Singaporeans eat out for lunch or dinner. Due to this frequency, it is easy for Singaporeans to exceed their recommended daily energy intake as each eat-out meal typically contains an average of 700-800 calories.
2. The Health Promotion Board (HPB) launched the Healthier Dining Programme in June 2014 to increase the accessibility and variety of healthier and tasty meal options and to improve Singaporeans' eating habits and dietary quality when dining out.
3. Under this programme, HPB partners food service providers, including restaurants, cafes, kiosks and caterers, and food courts and hawker stalls, to provide healthier offerings such as 500 calorie meals, as well as meals prepared using healthier ingredients such as whole grains and healthier oils.

Healthier Dining Programme Partners

4. In total, more than 1,130 F&B outlets including restaurants, cafes, kiosks and caterers, and food courts and hawker stalls are on board the Healthier Dining Programme. This includes 3 food court chains, 27 restaurants/café/kiosks, 8 catering/hawker/canteen food service providers. The number of partners has more than doubled since its launch.
5. There has been an upward trend in the demand for healthier meals at participating eateries. In May 2015, 950,000 healthier meals were sold, an 81 per cent month-on-month increase compared to the 525,000 healthier meals sold in June 2014. In total, more than 9.4 million healthier meals have been sold since the launch of the Healthier Dining Programme. On the basis that an average of 250 calories can be averted with each healthier meal consumed, an equivalent of 2.4 billion calories has been saved, over a year, in the Singapore population.
6. Healthier Dining Partners can be easily identified by the distinctive Healthier Choice decal on their respective store fronts (see Figure 1). The decal indicates that the dish is a healthier dish which may be "lower in calories" or has been prepared with healthier ingredients such as "healthier oils" and "higher in whole-grains".

Figure 1 – Decal for Healthier Dining Partners



Bringing healthier meals to the masses

7. To make healthier meals more pervasive and accessible for the masses, Singaporeans can also find at least one healthier option in each of the 545 stalls in 39 partner food courts island-wide.

“Enjoy Every Day the Healthy Way” Promotion

8. The “Enjoy Every Day the Healthy Way” promotion is the latest extension of the Healthier Dining Programme that was launched last month to encourage Singaporeans to pair healthier food and drinks for a complete healthier meal when dining out.
9. Working with Kopitiam and NTUC Foodfare, patrons receive discounts when they opt for healthier food or beverage options. The promotion started in June 2015 and will run until 7 August 2015.

Food Court	Promotion Mechanics
Kopitiam	Customers can enjoy 80 cents off one healthier beverage with every purchase of a healthier meal or with discount coupons collected from the roving ambassadors at participating food courts.
NTUC Foodfare	Customers can enjoy \$1 off a healthier meal with every purchase of a healthier beverage from dedicated drink push carts or with discount coupons collected from the roving ambassadors at participating food courts.