

Trade Guidelines for Reducing Sugars and Fats in Foods

37th Trade Consultation Forum

7 November 2012

Development of the trade guidelines

- **Drafted by the designated working group**
- **Online consultation**
 - ⊕ **23 Apr 2012 – 24 May 2012**
- **Final version**
 - ⊕ **Release in November 2012**
 - ⊕ **http://www.cfs.gov.hk/english/programme/programme_nifl/files/Trade_Guidelines_for_Reducing_Sugars_and_Fats_in_Foods.pdf**

Recap on its content (1)

1. Purpose

- ❑ Is intended for all traders manufacturing and selling foods
- ❑ Aims to help them to produce and promote wholesome and safe products which have lower **sugars** and **fats** content

2. Sugars

- ❑ Occurrence of **sugars** in foods
- ❑ **Sugars** and health
 - ❑ **Provide energy; Risk of obesity, heart diseases, dental caries, etc.**
 - ❑ **WHO/FAO's recommendation on free sugars intake limit**
- ❑ Roles of **sugars** in food processing

Recap on its content (2)

3. Fats

- Occurrence of **fats** in foods
- **Fats** and health
 - Provide energy; Risk of obesity, heart diseases, etc.
 - **WHO/FAO's recommendation on total fat, SFA, TFA and cholesterol intake limit**
- Roles of **fats** in food processing

4. International approaches on reducing **sugars/fats** intake

- WHO global strategy on diet, phy act and health
- WHO advocates restricting the marketing/ advertising of foods/ beverages high in **sugars/fats**, esp. to children

Recap on its content (3)

5. Advice on manufacturing/ producing foods with lower **sugars** and **fats** content

- ❑ Sourcing and targeting for ingredients/ foods with lower sugars/ fats content
- ❑ Practising

6. Advice on promoting foods with lower **sugars** and **fats** content

- ❑ Advertisement/ Promotion materials
- ❑ On the products
- ❑ Other promotion activities

-- Thank You --