



Food Safety Charter + New Initiative: "Your Health Your Say, Ask for 3 Less"

42nd Trade Consultation Meeting
Centre for Food Safety
18 December 2013



Background

- Food Safety Charter is jointly developed by the Centre for Food Safety (CFS) and the food trade.
- Provide facilitation for the food trade to incorporate measures to provide quality service well grounded on food safety to Hong Kong citizens and tourists
- Signatories undertake to:
 1. Support Food Safety Charter;
 2. Keep updated on food safety development, enhance food safety, promote good image of food trade; and
 3. Provide safe and healthier food by making reference to CFS guidelines.

Food Safety Charter

- Provide networking opportunities



Food Safety Charter 2013-2015

Enrolment Statistics (as of 22 Nov 2013)

- Food trade associations: 23
- Licensed food premises : 1,612

We accept applications at any time.



Food Safety Charter 2013-2015

How to enroll ?

1. Contact the Secretariat of the Food Safety Charter at Tel: **2381 6275**.
2. Complete and return the declaration form.

「食物安全『誠』諾」 2013-2015
Food Safety Charter 2013-2015

承諾聲明 Declaration

1. 我們承諾

1. 支持「食物安全『誠』諾」。
2. 緊貼食物安全的發展，加強食物安全，推廣食物業界的正面形象。
3. 參考食物安全中心的指引，提供安全而又健康的食物。

We commit to

- (i) support Food Safety Charter
- (ii) keep updated on food safety development, enhance food safety, promote good image of food trade
- (iii) provide safe and healthier food by making reference to CFS guidelines

2. 我們同意中心將以下所提供有關本食物業協會/食物業處所之資料載列於特設的「食物安全『誠』諾」網頁，及於相關活動例如媒體上的宣傳、巡迴展覽或刊物內展示，作推廣之用。我們亦因此會通知中心任何資料變更。

We consent to the uploading of our information provided below onto the designated Food Safety Charter website and showing the information in related activities such as media publicity, roving exhibitions and publications for promotion. Therefore, we will inform the CFS on any changes of our information.

3. 我們明白如本食物業處所未能遵從食物安全及衛生規定，我們的承諾人身份會遭撤回，並從「食物安全『誠』諾」網頁中除名。(適用於食物業處所)

We understand that our Signatory status will be withdrawn and our name will be delisted from the CFS website if we fail to comply with the food safety and hygiene requirements. (Applicable to food premises)

簽署 Signature: _____

公司/協會印章 Company's/Association's Chop: _____

姓名 Name: _____ 職銜 Post Title: _____ 日期 Date: _____

食物業協會/食物業處所基本資料(本部份資料將用於印刷「食物安全『誠』諾」證書)
Basic information of food trade association / food premises (The information in this part will be used for printing of Food Safety Charter Certificate)

中文名稱 Name in Chinese: _____

英文名稱 Name in English: _____

中文地址 Address in Chinese: _____

英文地址 Address in English: _____

食物業牌照號碼(適用於食物業處所) Licence No: _____

聯絡人姓名 Name of Contact Person: _____ 職銜 Post Title: _____

傳真號碼 Fax Number: _____ 電話號碼 Telephone Number: _____

電郵 Email: _____ 網址 Website: _____

附加資料(適用於食物業處所)
(本部份資料可隨意載列於「食物安全『誠』諾」網頁及手機應用程式或於相關活動中展示)
Additional Information (Applicable to food premises)
(Information in this part may be uploaded onto the Food Safety Charter website, mobile application and shown in related activities)

另請註明電話號碼 Shop's phone no: _____

地區 Hong Kong Island	中西區 Central & Western	灣仔 Wan Chai
(請於適當的方格內「X」)	東區 Eastern	南區 Southern
九龍 Kowloon	觀塘 Kwun Tong	油蔴地 Yau Ma Tei
District (Please put a tick in the appropriate box)	深水埗 Sham Shui Po	九龍城 Kowloon City
新界 New Territories	沙田 Shatin	西貢 Sai Kung
	葵青 Kwai Tsing	屯門 Tuen Mun
	元朗 Yuen Long	北區 North
	香港島 Hong Kong Island	離島 Islands
	粵式 Cantonese	川、滇、藏式 Beijing, Sichuan, Shanghai
主要菜式種類 Major Type of Cuisine (請於適當的方格內「X」)	日式 Japanese	韓式 Korean
泰式 Thai	越式 Vietnamese	法式 French
其他 Others	港式茶餐廳 HK style tea cafe	快餐店 Fast food shop
	超級市場 Supermarket	便利店 Convenience Store
	其他類別請註明 Others (please specify)	

*協會/商舖簡介，請以中文(50字以內)或英文(75字以內)介紹你的協會/商舖，可加上頁會/店所曾獲的食物安全榮譽。
*Brief introduction of food trade association / food premises. Please introduce your association / premises within 75 words in English or 50 characters in Chinese. You may add in the food safety measures of your association/premises.

簽署「食物安全『誠』諾」2013-2015的會員名單(適用於食物業協會)
(如需要，請另紙填寫)
Name of members signing up to the Food Safety Charter 2013-2015 (Applicable to food trade association)
(Please use separate sheets if necessary.)

1.	2.
3.	4.
5.	6.
7.	8.
9.	10.

注意事項 Notes

1. 請將填妥的承諾聲明以傳真(傳真號碼: 2381 3638) 或電郵(rece@fdh.gov.hk)或郵寄交回九龍旺角花園街123號A花園街市政大廈8樓「食物安全『誠』諾」秘書處。
Please return the completed Declaration to the Secretariat of the Food Safety Charter by facsimile (fax number: 2381 3638), by email (rece@fdh.gov.hk) or by mail to 8/F, Ya Yuen Street Municipal Services Building, 123A Ya Yuen Street, Mong Kok, Kowloon.

2. 如以上資料有任何變更，或有任何查詢，請與秘書處聯絡(電話: 2381 6275)。
If there are any changes in the above information or you have any enquiry, please contact the Secretariat (Tel: 2381 6275).

Notice Regarding the Personal Data (Privacy) Ordinance (個人資料(私隱)條例) 通告
The personal data provided by means of this form will be used by the Centre for Food Safety for the Food Safety Charter communication, correspondences, promotion as well as for statistics and research purposes. The provision of personal data by means of this form is voluntary. You have a right to request access to or the correction of your personal data as stated in this form. Enquiries concerning the personal data collected by means of this form including the request for access and correction, should be addressed to the Risk Communication Section at 2867 5608 (Tel.) or 2869 2547 (fax.)
於本表格填妥的個人資料，會供食物安全中心作有關食物安全「誠」諾的聯絡、通告、推廣、統計及研究用途。在表格填妥個人資料屬自願性質。申請人有關要求查閱和修正在本表格填妥的個人資料，如欲查詢以上表格填妥的個人資料，可致電(電話號碼)或傳真(傳真號碼)2867 5608 或 2869 2547 與風險溝通組聯絡。



New initiatives for Food Safety Charter

1. Internet publicity
2. Safe food ingredients & good record keeping -
“Make a Wise Food Choice 識揀識食”
3. Food safety training for food handlers
handling high-risk foods
4. Make use of trade guidelines issued by CFS -
“Your Health Your Say, Ask for 3 Less
要健康，「三少」你有 Say”

Publicity on OpenRice.com

- Period: August 2013 – July 2014
- Restaurant search result page



Publicity on OpenRice.com

- Detailed restaurant information page



Centre for Food Safety Website

食物安全中心 - 『食物安全「誠」諾 2013-2015』 ...

GovHK 香港政府一站通 簡體版 ENGLISH AA 搜尋 輸入查詢字串 網頁指南

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WAI-AA WCAG 2.0

最新消息

「食物安全「誠」諾」 >> 「食物安全「誠」諾 2013-2015」 >> 食物業處所承諾人 友善列印

請搜尋有關食物業處所資料：

以下的搜尋功能可以帮助你尋找已簽署「食物安全「誠」諾 2013-2015」的食物業處所

區域：-全部區域-
地區：-全部地區-
食物業處所種類：-全部種類-
業式：-全部業式-
食物業處所名稱：飲食服務 / 午餐餐盒
地址：便利店
食品製造商
食物零售
新鮮雜貨店
食肆
超級市場

WAI-AA WCAG 2.0

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最新消息 >> 「食物安全「誠」諾 2013-2015」 友善列印

「食物安全「誠」諾 2013-2015」

食肆名稱	地址	地區	業式
General Mills Hong Kong Ltd	新界沙田火炭 坳背灣街38-40號 華南工業中心 7樓5-7號工場及8號工場部份	沙田	N/A
Rubeco International Limited	Room 1703, 17/F, Hong Kong Worsteds Mills Industrial Building, 31-39 Wo Tong Tsui Street, Kwai Chung, New Territories	葵青	N/A
三旺發興有限公司	九龍油塘四山街4號華輝工業大廈地下B室	觀塘	N/A
三益通廠	新界沙田火炭 山尾街37-41號 華興工業中心 13樓31室	沙田	N/A
永均益食品廠有限公司	香港田灣田灣海傍道 7號興隆中心 25 樓 2520 室	南區	N/A
利豐肉食海產有限公司	新界葵青健康街18號恆亞中心 2 樓 204 - 209 室	葵青	N/A
創意烘培	九龍九龍灣臨興街32號美匯中心17樓1712室	觀塘	N/A
勤實食品有限公司	香港新界沙田火炭坳背灣街2-12號威力工業中心1樓A座	沙田	N/A
勤實食品有限公司	香港新界沙田火炭坳背灣街2-12號威力工業中心1樓A座	沙田	N/A
匡智佳味由奇	新界大埔南坑嶺路松嶺村	大埔	N/A
卡樂B4洲有限公司	香港九龍將軍澳工業邨駿昌街九號	西貢	N/A
合記麵粉廠	柴灣康民街二號康民工業中心三樓306室	東區	N/A
合記麵粉廠	新界葵青 大連排道華星街8-10號 華達工業中心B座13字樓1-4號	葵青	N/A
大家飲食集團有限公司	新界葵青打磚坪街49-53號華基工業大廈2座地下A室	葵青	N/A

Other Communication Channels

CFS Facebook



Make a Wise Food Choice 識揀識食

- Theme of the food safety campaign 2013
- Sourcing safe food ingredients from reliable suppliers and having good record keeping
- Food Safety Day 2013 (22 June)



Make a Wise Food Choice 識揀識食



Make a Wise Food Choice 識揀識食

● Advertorial on OpenRice.com (7-20 Nov 2013)





Food Safety Training

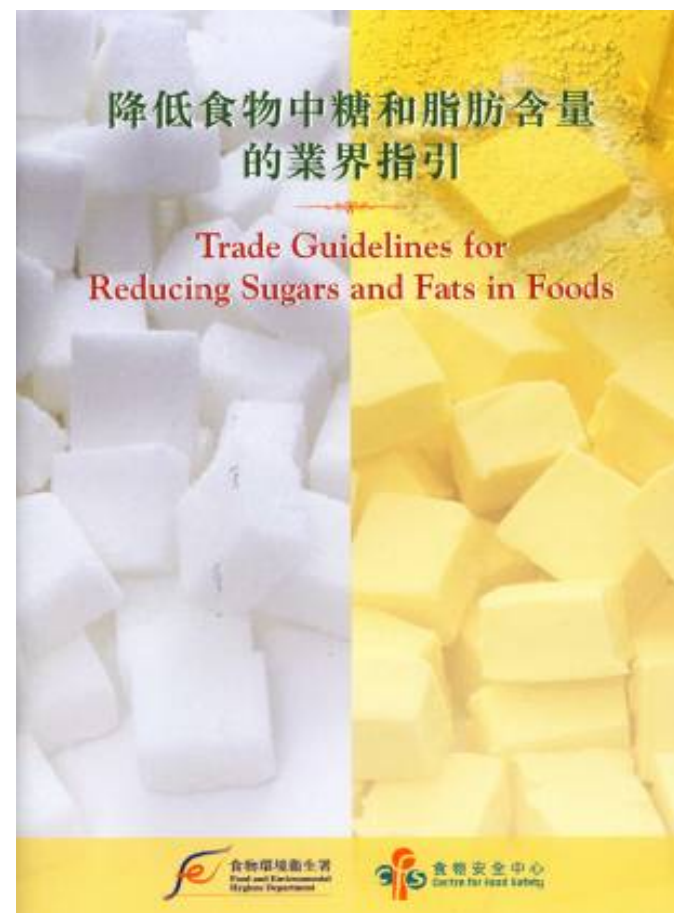
- Food safety training is on-going
- WHO Western Pacific Region Food Safety Strategy: Focusing on food safety training for food handlers in food businesses handling high-risk foods.
- Encouraging at least 1 staff per food premises selling high risk foods to attend

Food Safety Training

- Starting September 2013, Territory-wide
 - For enrolment and schedule - www.cfs.gov.hk



Make Use of Trade Guidelines



Rationale for Salt Reduction in Food

Sodium

- World Health Day 2013 - "Control Your Blood Pressure"
 - In Hong Kong, the prevalence of high blood pressure has been increased for the past 5 years –
 - 2008: 9.3%
 - 2009/10: 10.3%
 - 2011/12: 11%
 - Sodium intake is associated with numerous chronic diseases, including high blood pressure, cardiovascular diseases, stroke, kidney diseases and stomach cancer.

Rationale for Sugars & Fats Reduction

Sugars

- High sugar intake may increase the risk of overweight and obesity due to energy imbalance (i.e. excessive energy intake).
- According to a study conducted by the Department of Health in April 2012, 36.6% of adults aged 18-64 are overweight or obesity ($BMI \geq 23.0$).
- Excessive intake of sugar may also adversely affect oral health.

Fats

- Excessive intake of dietary fat may increase the risk of overweight and obesity.

Your Health Your Say, Ask for 3 Less 要健康，「三少」你有 Say



- Healthy diet promotion - How can we help the public to adopt a healthy diet?
 1. Health education
 2. Creating an environment to encourage healthy diet
 - Offering healthy dishes – EatSmart@Restaurant Campaign (有「營」食肆) *by the Department of Health (since 2008)*
 - Encouraging small changes – “Your Health Your Say, Ask for 3 Less 要健康，「三少」你有 Say” *by the Food Safety Charter*

Your Health Your Say, Ask for 3 Less 要健康，「三少」你有 Say

Aims

- To incorporate the elements of sugars, salt and oil reduction into Food Safety Charter
- To generate demands of “less oil, salt and sugars” from the patrons
- To encourage chefs to prepare ordered dishes with less salt and oil by making use of the CFS guidelines

Your Health Your Say, Ask for 3 Less

要健康，「三少」你有 Say

Required Elements

1. Encourage cooking staff to make reference to the trade guidelines when preparing the food.
2. Encourage patrons to make “3 Less” requests based on their preferences and needs (such as health conditions). Servers can kindly remind patrons that the restaurant can prepare the food with “3 Less”.
3. Ensure well communication channel between the dining room and kitchen.
4. Label dishes that can be prepared with “3 Less” on the restaurant menu.
5. Remove salt and condiments from the dining table, or affix stickers with health messages, such as “Your Health Your Say, Ask for “3 Less”. Reduce the use of salt and condiments for better health”.



Your Health Your Say, Ask for 3 Less

要健康，「三少」你有 Say

6. Serve unsweetened drinks (i.e. serve sugar or syrup separately) and offer sweeteners.
7. Offer low sugar soft drinks as an option for set menus.
8. Display “Your Health Your Say, Ask for 3 Less.” campaign materials (e.g., table top display, posters, badge).

Optional Elements

9. Encourage cooking staff to attend food safety and nutrition talks organised by the CFS.
10. Offer “3 Less” dishes.
11. Provide nutrition information on the restaurant menu.
12. Offer price promotion, e.g. -\$2 for every dish prepared with “3 Less”.

Your Health Your Say, Ask for 3 Less 要健康，「三少」你有 Say

Promotion

1. Promote the campaign in OpenRice.com and dining magazines
2. Recognise signatories participating in this campaign
 - Specially design sticker (to be affixed to the certificate of Food Safety Charter)
 - Listing on the CFS website
3. Visit participating food premises to show support, offer assistance



We need your support !

- Become a Signatory of the Food Safety Charter
- Send staff to food safety training
- Participate in “Your health Your Say, Ask for 3 Less. 要健康，「三少」你有 Say” Campaign



~ Thank You! ~