

Trade Guidelines for Reducing Sugars and Fats in Foods

--Draft--

34th Trade Consultation Forum

25 April 2012

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

Content (1)

1. Purpose

2. Sugars

- Occurrence of **sugars** in locally available foods
- **Sugars and health**
 - **WHO/FAO (daily energy intake): free sugars <10%**
- **Roles of sugars in food processing**

Content (2)

3. Fats

- ❑ Occurrence of **fats** in locally available foods
- ❑ **Fats** and health
 - WHO/FAO (daily energy intake): total fat 15-30%, saturated fat <10%, trans fat <1%
- ❑ Roles of **fats** in food processing

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

- ❑ WHO Global Strategy on Diet, Phy Act & Health – limit **free sugars/ SFA/ TFA** in existing products by trade
 - Success in overseas on reducing **sugars/ fats**
- ❑ WHO advocates restricting marketing/ advertising of foods/ beverages high in **sugars/ fat** especially to children

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

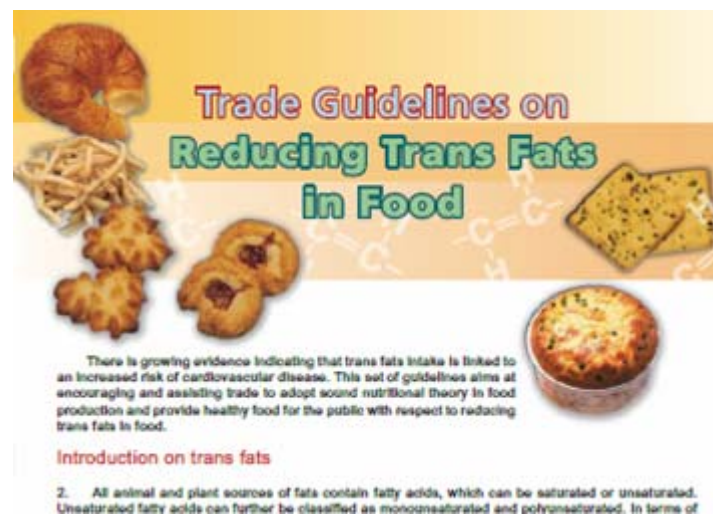
- ☐ Advertisement/ Promotion materials
- ☐ On the products
- ☐ Other promotion activities

Manufacturing/ Producing (1) – Sourcing & targeting for ingredients/ foods (a)

1. Choose ingredients with lower **sugars/fats** content if available. Obtain information from:
 - ❑ Supplier
 - ❑ Nutrition labels
 - ❑ Food composition databases, e.g. **NIIS**
2. Establish a database to monitor the **sugars/fats** content in foods

Manufacturing/ Producing (1) – Sourcing & targeting for ingredients/ foods (b)

3. Set individual **sugars/fats** reduction targets for various food categories if possible (examples)
4. Follow the advice in the Trade Guidelines on Reducing Trans Fats in Food (TG-TFA) to source for ingredients with lower total fat, SFA and/or TFA



Manufacturing/ Producing (2) – Practising (a)

1. Adhere to GMP when using **sugars/fats**; Aim not to exceed reduction targets
2. Provide (re)training to cooks/ chefs / product developers on healthy eating & healthier options of food product
3. Research/develop products with lowered **sugars/fats** without compromising texture (ideally minimise using additives), e.g. reduce total **fat** in meat pies:
 - ❑ choose leaner cuts of meat
 - ❑ adjust fat:flour in pastry, if possible

Manufacturing/ Producing (2) – Practising (b)

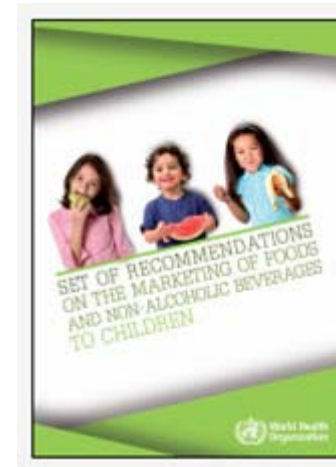
4. When developing low **sugars/fats** recipes, consider sensory/ textural properties & microbiological safety/ stability, e.g. to reduce microbiological risk of cutting **sugars/fats** in the products:
 - ✗ Preservatives
 - ✓ ↓ pH, ↓ storage temperature, ↑ heat process, using packaging techniques, etc.
5. Provide more reduced **sugars/fats** content options for customers to choose (local examples)
6. Serve foods with **sugar/syrup** and **spread/salad dressings** separated

Manufacturing/ Producing (2) – Practising (c)

7. Offer a range of portion sizes, or smaller dishes. If not possible, provide tips on or improve package for proper storage of remaining foods (examples), e.g.
 - ✓ Zipper bag, resealable box
8. Use TG-TFA as a guide to produce foods with lower total fat/ SFA/ TFA, e.g.
 - ✓ low fat cooking methods (e.g. steaming, grilling)
 - ✗ deep-frying
9. Use **sugars/fats** replacers only if necessary

Promoting (1) – Advertisement/ Promotion materials

1. Indicate **sugars/fats** content of various dishes/ products on company's homepage or promotion materials to inform the consumers the lower **sugars/fats** options (examples)
2. Provide leaflets/ reading materials on the harmful effects of excessive **sugars/fats** intake from all sources
3. Follow WHO advice - restrict marketing/advertising of foods/beverages high in **sugars/fats**, especially to children



Promoting (2) – Information on the products

1. Make "free" or "low" **sugars/fats** claims if fulfill requirement (Annex 1)

2. Products naturally high in **sugars/fats** and cannot meaningfully be reformulated

- Advisory statement, e.g. “*WHO advises limiting free sugars to <10% daily energy intake*” (or total fat 15-30%, SFA <10%, TFA <1%)”
- Indicate **sugars/fats** intake when 1 serving is consumed

3. Fast food/ restaurant chains

- Provide voluntarily (e.g. as a symbol) **sugars/fats** content of food products on menu, food label, price list, etc.



Promoting (3) –

Other promotion activities (a)

1. Provide coupons/ discounts to patrons on purchasing/ ordering lower **sugars/fats** foods
2. Designate a period of time or a corner in the shop to promote lower **sugars/fats** foods
3. Encourage cooks/ chefs/ frontline staff to provide recommendation and assistance to customers on choosing lower **sugars/fats** foods

Promoting (3) –

Other promotion activities (b)

4. Remove **syrops/sugars** and **condiments/sauces** containing **fats/oils** from the table and only present when requested
5. Submit voluntarily the nutrition information of snacks including **sugars/fats** to HKNA's "Database of Prepackaged Snacks"
6. Introduce reformulated products with lower **sugars/fats** at local newspapers/ magazines' food/ health sections

Timeline

- **Online consultation**

- ⊕ **20 Apr 2012 – 24 May 2012**

- ⊕ **http://www.cfs.gov.hk/english/committee/Trade_Guidelines_for_Reducing_Sugars_and_Fats_in_Foods.html**

- **Final version**

- **To be confirmed by Working Group members**
 - **To be released in 2012**

-- Thank You --