



消費者委員會
CONSUMER COUNCIL

International Symposium on Reduction of Salt and Sugar in Food

Consumer Perspective: Salt and sugar in food

Gilly Wong
Chief Executive

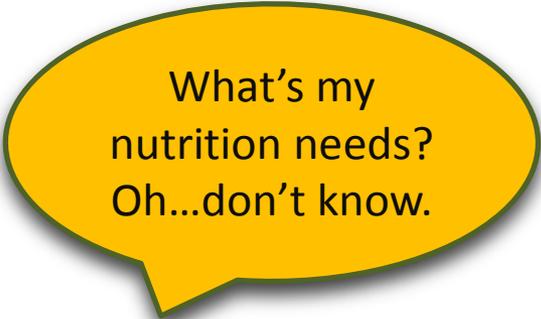
13 May 2015

If you ask an average consumer, they will say...

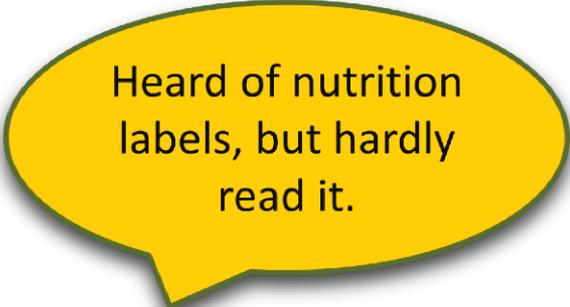


I know too much
salt, sugar and fat is
bad for my health

If you drill them more, the answers are...



What's my nutrition needs?
Oh...don't know.



Heard of nutrition labels, but hardly read it.



Nutrition label is so hard to read.



Have I followed nutrition labels to control my diet?
Seldom.



2011 Audit Report on Food Labelling (1)

Reading of food label information

- Read expiry date (57.9%), name of food (38.5%), brand (37.8%) and nutrition label (33.6%)
- Not often read - nutrition claims, storage instruction, info of manufacturer, count, weight or volume

Nutrition Labelling

- 70% of population heard of it, but less for senior citizens
- Only 2.6% were able to name all the "1+7" items correctly
- 1/3 were unable to name even 1 out of the 8 items
- 28.2% read nutrition labels when they purchased prepackaged foods for the first time
- 42.4% especially the elderly rarely or never read nutrition labels

2011 Audit Report on Food Labelling (2)

Nutrition Labelling

- Key reasons:
 - No time (30.3%)
 - Nutrition was not my concerns (24.3%)
 - Font size too small (16% / 33.3% for seniors)
 - Did not know how to read the labels (11.9% / 28.6% for seniors)
- For those read, 31.1% believed it helps develop healthy diet
- 63.7% found not always useful because cannot relate the information to daily intake and difficult to understand

部分字體大小欠佳的例子：

| Nutrition Information / 營養資料 | |
|------------------------------|--------------------|
| Serving Size / 每份分量: 40g / 份 | |
| Per 100g / 每100克 | |
| Energy / 能量 | 1287 kJ / 308 kcal |
| Protein / 蛋白質 | 7.0 g |
| Total Fat / 總脂肪 | 23.1 g |
| Saturated Fat / 飽和脂肪 | 6.1 g |
| Trans Fat / 反式脂肪 | 0.0 g |
| Total Carbohydrate / 總碳水化合物 | 18.8 g |
| Sugars / 糖 | 17.3 g |
| Dietary Fiber / 膳食纖維 | 0.7 mg |
| Sodium / 鈉 | 127 mg |

◀「四洲甘大滋餅乾」(#6) 的營養標籤英文字母高度只有 0.48 毫米，中文字只有 0.91 毫米。

(實物原大)



| Nutrition Information 營養成份 | | 每100g / 每100克 | | 營養參考值% / NRVs | |
|----------------------------|-----------------------|---------------|--|---------------|--|
| Energy 能量 | 521kcal/千卡(2180kJ/千焦) | 26% | | | |
| Protein 蛋白質 | 6.5g/克 | 10.8% | | | |
| Total Fat 總脂肪 | 30.4g/克 | 50.7% | | | |
| Saturated Fat 飽和脂肪 | 11.8g/克 | 59% | | | |
| Trans Fat 反式脂肪 | 0g/克 | | | | |
| Carbohydrates 碳水化合物 | 55.3g/克 | 18.4% | | | |
| Sugars 糖 | 7.3g/克 | | | | |
| Dietary Fiber 膳食纖維 | 4.1g/克 | 16.4% | | | |
| Sodium 鈉 | 400mg/毫克 | 20% | | | |

(實物原大)

▲「EDO 餅 (原味)」(#10) 的包裝總表面面積大於 400 平方厘米，營養資料以中英文標示，但其最大中文字高度只為 1.6 毫米，小於《業界指引》的建議 (1.8 毫米)。該樣本的包裝盒有足夠空間提供更大的營養標籤。

CFS Survey on Public Knowledge, Attitude and Practice regarding Nutrition Labelling 2012 (1)

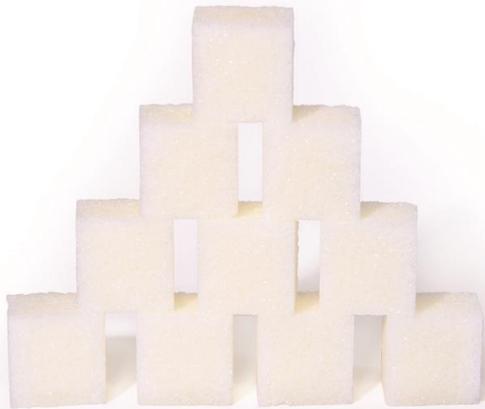
- Around 80% opined that nutrition labelling was able to:
 - Promote public health and a balanced diet
 - Encourage the food trade to produce or develop healthy food products
 - Important to read before buying prepackaged food
 - Help making healthy food choices and deciding what to buy
- But only 52% thought that the nutrition claims were truthful

CFS Survey on Public Knowledge, Attitude and Practice regarding Nutrition Labelling 2012 (2)

- 70% frequently read the nutrition label when they bought a food product for the first time
 - Female (30-49)
 - Attained matriculation or tertiary education
 - Monthly household income of \$30,000 or above
 - Frequent purchasers of prepackage food

The message seems fairly simple,
the need for an average adult is...

50g Sugar
i.e. 10 cubes



2000mg sodium
i.e. 1 teaspoon

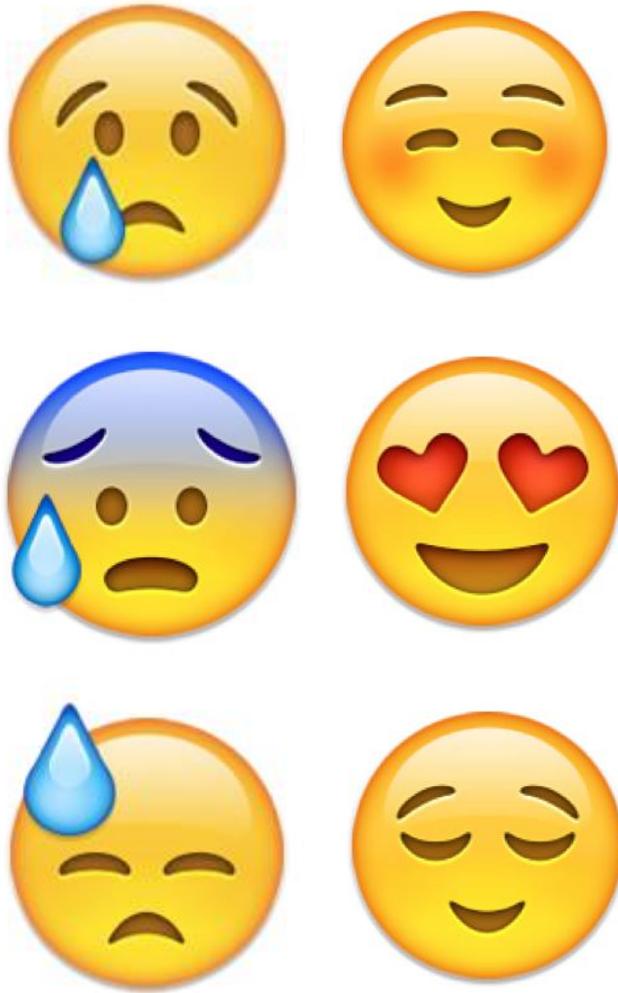


Why so difficult for consumers to follow?

We **LOVE** eating! Food, drinks not only serves physical needs but also physiological and social needs!



When we are sad, happy or pressurized, the crave comes.



Getting more complicated, is the factors of lifestyle and culture.



The Power of Advertisement



Our Consumer Rights

- **Right to safety** – protection from products that are hazardous to health
- **Right to consumer education** – education and awareness about health risks
- **Right to be informed** – to know what is in our food and have protection from misleading marketing
- **Right to choose** – to have access to healthy, nutritious food

How can we make life easier for consumers?

We could hardly change the culture, but we can do better in managing our crave, and our lifestyle.

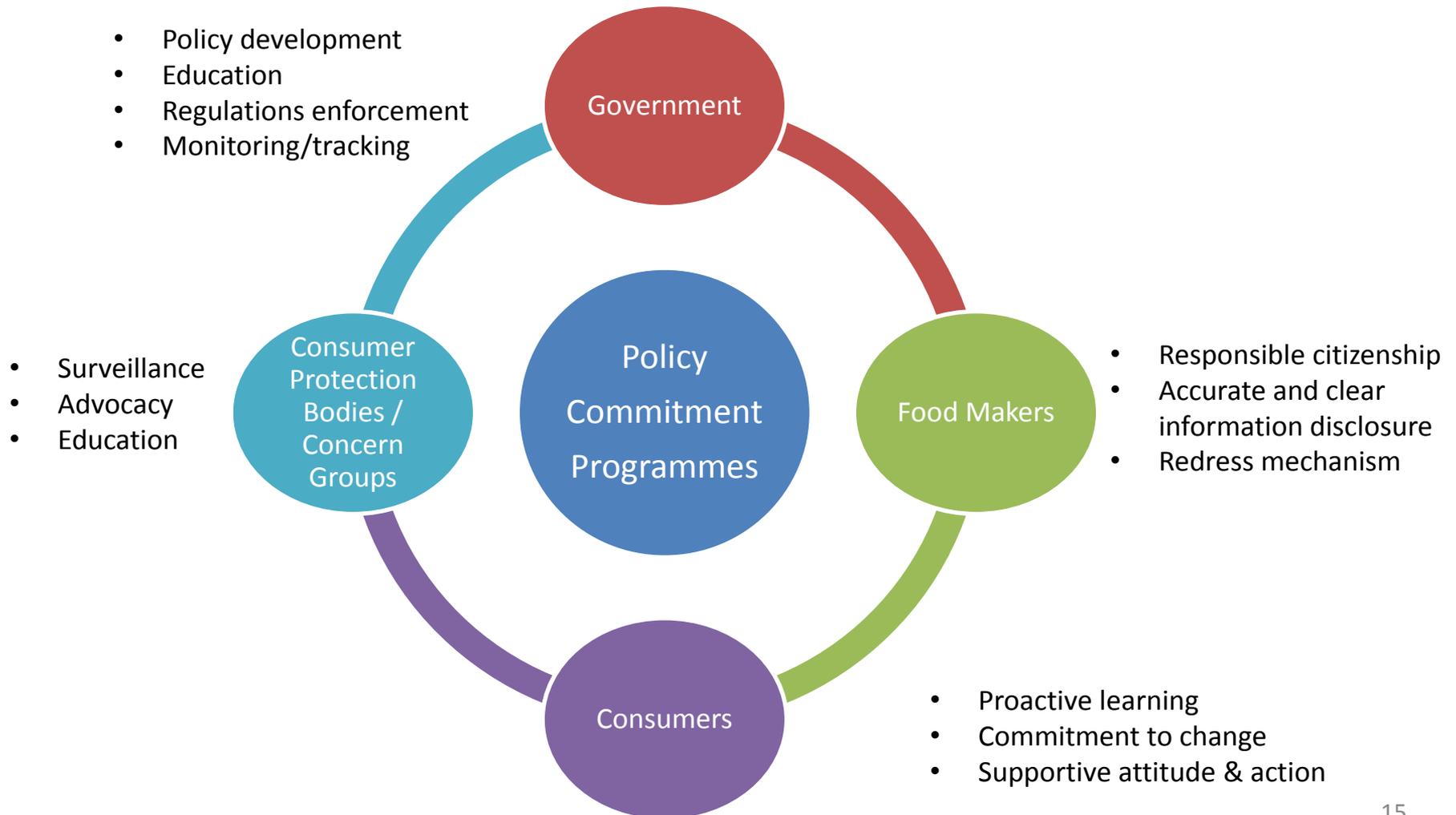
Consumers prefer

- Easy to understand
- Easy to remember
- Easy to action
- Easy to master
- Easy to become a habit

What we should offer...

- More choice for healthier and genuine healthy foods
- More tools and techniques
- More friendly disclosure
- More lively education

A Strategic Plan and Partnership



Persistent efforts since 1974 to advise and alert Consumers

- Published about 700 articles / surveys / product tests related to food
- About 40 emphasized sugar and sodium
- First product test in 1978 on Oyster Sauce
- All Reports resulted in wide media coverage and consumer attention



Inaugural Issue

- In November 1974, first test report on food - edible oils
 - Quality of oil
 - Pricing comparison
 - Advice in storage of edible oil



The First Article for Sugar and Sodium

Feb, 1978 – product test: oyster sauce

October, 1980 – don't be excessive in sugar intake

蠔油試驗結果比較表

| 品牌 | 每100克 | 每100克 | 每100克 |
|----|-------|-------|--------|
| 廣生 | 11.5% | 3.4% | 0.000% |
| 廣生 | 4.4% | 9.3% | 0.000% |

產品比較試驗報告

選擇 CHOICE

消費者委員會出版
Published by Consumer Council

第十六期 每本一元
1978年2月15日

- 摩登時代的嬰兒食物——嬰兒菜
- 電子計算機の種類、用途、選購
- 購買廉價機票提防標榜取巧
- 購買保險

產品比較試驗報告：蠔油

蠔油製造業

蠔油是日常飲食中不可缺少的一種調味料，有助於人體的增長及補充營養作用。...

吃糖切勿過量

雖然糖的味道甜美又能增加食物美味，而糖類、蔗糖、汽水等甜

選擇 CHOICE

消費者委員會出版
Published by Consumer Council

第48期 壹元伍角
一九八〇年十月十五號

吃糖過量對健康的害處

自己動手鋪膠地板的方法

如何選購幻燈機？
調查實錄——買手錶的學問

糖尿病是否與吃糖習慣有關？

糖的種類

吃糖過量對健康的害處

糖尿病是否與吃糖習慣有關？

Other Examples of Major Reports



Feb 1994 (CHOICE 208)
Preserved sausage testing



Aug 1994 (CHOICE 214)
Preserved fish causes cancer



Sept 1994 (CHOICE 215)
Too much mooncake may be deleterious to health



Aug 2006 (CHOICE 358)
Bottled green tea drinks assessed for tea and sugar contents



Oct 2008 (CHOICE 384)
Avoid children's breakfast cereals high in sugar, salt and fat



March 2010 (CHOICE 401)
It pays to read the nutrition label of instant noodles for healthier choice



April 2010 (CHOICE 402)
Nutrition labelling reveals wide variations in sodium and fat contents of canned sardines and luncheon meat



Oct 2012 (CHOICE 432)
Food Additives Not Fully Disclosed In Dried Fruit Snacks



Feb 2015 (CHOICE 460)
Caution on Holiday Binge on Traditional CNY Foods



March 2015 (CHOICE 461)
Wake-up Call to Parents on the Nutrition Level of Children's Meal Sets

兒童餐 癡肥陷阱

「細路啱食」錯覺 脂肪糖鹽爆煉

不少餐館提供的兒童餐是「好食」，但營養價值卻低。香港消費者委員會與香港食品中心最近一項調查發現，兒童餐的營養價值普遍偏低，脂肪、糖和鹽的含量則異常高。

「好食」的兒童餐，往往含有高脂肪、高糖、高鹽、高油、高熱量的成分。一項針對全港一百間食肆的調查發現，兒童餐的脂肪含量普遍偏高，部分更超過每日建議攝入量的兩倍。此外，不少兒童餐更含有高糖、高鹽的成分，對兒童的健康構成威脅。

香港消費者委員會呼籲家長，在選擇兒童餐時，應留意餐單上的營養標籤，並選擇含有豐富纖維、蛋白質和多種維生素的餐食。此外，家長亦應鼓勵兒童均衡飲食，並養成健康的飲食習慣。

| 餐館名稱 | 餐名 | 脂肪 (g) | 糖 (g) | 鹽 (g) |
|------|------|--------|-------|-------|
| 美心 | 兒童套餐 | 18.5 | 12.5 | 1.5 |
| 和記 | 兒童套餐 | 15.5 | 10.5 | 1.2 |
| 龍城 | 兒童套餐 | 12.5 | 8.5 | 1.0 |
| 翠園 | 兒童套餐 | 10.5 | 6.5 | 0.8 |
| 富臨 | 兒童套餐 | 8.5 | 4.5 | 0.6 |
| 龍鳳 | 兒童套餐 | 6.5 | 2.5 | 0.4 |
| 龍城 | 兒童套餐 | 4.5 | 0.5 | 0.2 |

梅林牌餐肉 3片鹽爆燈

消委調查 另6款同超標

餐蛋治、餐肉餐每食物深受港人歡迎，但消委會調查發現，市面17款午餐肉中，有7款鈉含量（鹽分）超標，其中受歡迎的梅林午餐肉位列榜首，只要連食3塊就超出個人每日攝取上限。有本港經銷商表示，午餐肉口味有濃有淡，若怕健康問題，可減少連食。

配合即食麵 超標更嚴重

消委會最近調查了市面多款即食麵，發現多款即食麵的鈉含量超標。其中，最受歡迎的「日本加汁泡麵」鈉含量最高，每包含有超過20克的鈉。此外，多款即食麵更含有高脂肪、高糖、高鹽的成分，對健康構成威脅。

消委會呼籲消費者，在選擇即食麵時，應留意包裝上的營養標籤，並選擇含有豐富纖維、蛋白質和多種維生素的麵食。此外，消費者亦應減少連食，並選擇健康的烹調方式。

2款沙甸魚超標

消委會最近調查了市面多款沙甸魚，發現多款沙甸魚的鈉含量超標。其中，最受歡迎的「梅林牌沙甸魚」鈉含量最高，每罐含有超過20克的鈉。此外，多款沙甸魚更含有高脂肪、高糖、高鹽的成分，對健康構成威脅。

消委會呼籲消費者，在選擇沙甸魚時，應留意包裝上的營養標籤，並選擇含有豐富纖維、蛋白質和多種維生素的沙甸魚。此外，消費者亦應減少連食，並選擇健康的烹調方式。

| 名稱 | 重量 | 鈉 (毫克) | 總脂肪 (克) |
|---------------------------|------|--------|---------|
| 梅林牌午餐肉 | 100克 | 2230 | 9.0 |
| Honma Foods Spam Classics | 100克 | 1411 | 20.0 |
| TUL伊午餐肉 | 340克 | 1100 | 20.0 |
| 義城牌火腿腸 | 198克 | 1060 | 20.2 |
| 美隆牌火腿腸 | 340克 | 1060 | 20.2 |
| 沙甸魚 | | | |
| 梅林牌日本洋沙甸 | 110克 | 637 | 9.0 |
| 全聯牌XO醬沙甸 | 215克 | 612 | 5.9 |
| 紅牌日本沙甸 | 110克 | 448 | 35.4 |



Anne Fung Yu-kei (left), Principal Medical Officer for the Centre of Food Safety and Ambrose Ho, Chairman of the Publicity & Community Relations of the Consumer Council show some instant noodles that have an abnormally high sodium content at a press conference yesterday.

The downside of quick fixes

Consumer Council cites collagen supplements and instant noodles

By GUO JIAHUE CHINA DAILY

Many advertisers have paraded collagen supplements as the most magical and effective skin aging. Yet Consumer Council claim.

For people who do not lack the protein, the deliberate intake of supplementary proteins, peptides or amino acids can have an adverse effect that often come in plastic packs, people can try their full amounts. This is the sodium intake along to those...

HEALTHY KIDS' MEALS? FAT CHANCE!

Food and health experts have hit out at restaurants for serving fatty food to children after a survey took the lid off the dangers.

Children's meals at many restaurants are high in the kind of fat, sugar and salt content that can lead to obesity, diabetes and cardiovascular diseases if parents do not put their foot down more often.

The Consumer Council and the Centre for Food Safety last month studied a wide variety of children's meals, including burgers, chicken wings, ribs, fries, noodles, pasta, rice, sushi, corn, pizza, cola, juice, milk, cake and sundae.

Ruby Tuesday's children's meals - a mini-hamburger, French fries, a drink and chocolate sundae - contained 1,300 calories, 68 grams of total fat and 1.2 grams of trans fat.

According to Anne Fung Yu-kei, Principal Medical Officer for the Centre of Food Safety, a study on the sodium and fat contents of 48 instant noodle products sold in Hong Kong...

Their calorie content - the highest among the meals studied - is 2.3 to 2.5 times the estimated requirement per meal for a seven-year-old.

For a four-year-old boy and five-year-old girl, the energy content is sufficient for an entire day.

The meals' total fat level is 3.6 to 3.9 times the acceptable range for a seven-year-old, while the trans fat is 1.4 times that recommended for an 11-year-old.

One of Pizza Hut's children's meals - its spaghetti and hot chocolate sauce - recorded the highest amount of sugar at 81g.

That is 5.6 to 6.2 times the World Health Organization's recommended intake each meal for children aged seven, and more than one quarter of the recommended daily intake.

Outback Steakhouse recorded the highest sodium levels in its pork ribs with total sodium meal with 2,500mg.

1件黑糖年糕 如吃10粒方糖

聖安娜辦糕包裝寫錯糖含量

部分餅乾糖類超標

消委會最近調查了多款餅乾，發現多款餅乾的糖含量超標。其中，最受歡迎的「聖安娜辦糕」糖含量最高，每包含有超過10克的糖。此外，多款餅乾更含有高脂肪、高糖、高鹽的成分，對健康構成威脅。

消委會呼籲消費者，在選擇餅乾時，應留意包裝上的營養標籤，並選擇含有豐富纖維、蛋白質和多種維生素的餅乾。此外，消費者亦應減少連食，並選擇健康的烹調方式。

| 餅乾名稱 | 糖含量 (g) |
|-------|---------|
| 聖安娜辦糕 | 10.5 |
| 美心餅乾 | 8.5 |
| 和記餅乾 | 6.5 |
| 龍城餅乾 | 4.5 |
| 翠園餅乾 | 2.5 |

Obesity, diabetes warning on restaurant favorites

Pizza Hut said it has already revamped its children's meals to reduce sugar, fat and salt levels.

Ruby Tuesday, Outback Steakhouse, and Pizza Express did not comment.

Announcing the survey results, publicity and community relations committee chairman Michael Hui King-man of the Consumer Council said: "Parents should be wary of the high levels of fat, sugar or sodium in such meals as it is detrimental to the health of their children, especially when consumed frequently."

The principal medical officer in risk assessment and communication at the Centre for Food Safety, Samuel Yeung Tze-ku, said eating habits in childhood die hard in adulthood.

"Children who are used to eating salty food will more likely chose food with more salt when they grow up," he said.

"Eating too much salt will increase the risk of high blood pressure."

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"Eating too much salt will increase the risk of high blood pressure."

Moving ahead...

- No silver bullet, but persistent and collaborative efforts to progress
- The formation of the Committee on Reduction of Salt and Sugar in Food
 - Establish clear strategic directions and implementation plan
 - Set medium and long term targets
 - Act together to promote healthy diets

Listen to the voice of consumers





Thank you