

**Healthier Ingredient Development Schemes (HIDS):  
Healthier Choice Symbol Development Scheme (HDS)  
Frequently Asked Questions**

Increasingly, Singaporeans are dining more frequently outside of home due to evolving lifestyles and for convenience. According to the National Nutrition Survey 2010, 60% of Singaporeans eat out for lunch and/ or dinner at least four times a week, as compared to 49% in 2004. With the War on Diabetes announced in 2016, there has been an even greater focus on health promotion and disease prevention.

With this background, Health Promotion Board introduced the Healthier Ingredient Development Scheme (HIDS) from 1 July 2017, to encourage the use of healthier ingredients by the food service industry, so as to improve the diet quality of Singaporeans when eating out.

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**1. What is the Healthier Ingredient Development Scheme (HIDS)?**

HIDS is an initiative by the Health Promotion Board (HPB) to encourage food ingredient suppliers/manufacturers to innovate and develop a wider variety of healthier ingredients, as well as support the industry in promoting the uptake of healthier ingredients in Singapore's food service. HIDS will support healthier cooking oil, wholegrain rice, wholegrain noodles, other wholegrain products, sugar-sweetened beverages, sauces, desserts, sweet spreads and table salt.

HIDS consists of 2 sub-schemes: the Healthier Choice Development Scheme (HDS) and the Go-to-Market Scheme (GTMS).

HIDS works in tandem with another programme under the Food Strategy, the Healthier Dining Programme (HDP), to increase the number of healthier meals available to Singaporeans when eating out.

**2. What is the Healthier Choice Symbol Development Scheme (HDS)?**

The HDS is one of the grant schemes under the HIDS, which specifically supports the innovation and development of a wider variety of healthier ingredients by food ingredient suppliers/manufacturers.

The other grant scheme under the the HIDS, the Go-to-Market Scheme (GTMS), supports the commercialization, marketing and promotion of healthier ingredients to the food service and/or retail sectors.

### **3. What is the objective of introducing the HIDS?**

The National Nutrition Survey 2010 highlighted the increasing consumption of saturated fat and the inadequate consumption of wholegrains amongst Singapore residents aged 18 to 69 years old. These are some of the diet factors linked to the increased risk of obesity, Type 2 diabetes and cardiovascular disease.

Studies have shown that a diet high in saturated fats raises the level of low-density lipoprotein (LDL) cholesterol in the blood, which increases the risk of heart disease and stroke. With cardiovascular disease (CVD) as one of the three leading causes of death in Singapore, it is one of the key focuses of HPB. These deaths are largely preventable and there is strong evidence showing that the replacement of saturated fat with polyunsaturated fat can lower the risk of heart diseases, HIDS aims to improve the profile of oil used in food preparation across the food service sector.

At the same time, the prevalence of diabetes in Singapore is also on the upward trend, increasing from 9% in 1998 to 11.3% in 2010<sup>1</sup>. Consumption of sugars and other refined carbohydrates are key contributing factors to Type 2 diabetes. Refined carbohydrates contribute to 83% of diets in Singapore, with sugar consumption contributing to 18% of total carbohydrate intake and wholegrain consumption only at 17% of total carbohydrate intake. Wholegrain products are high in fibre content which helps to reduce the risk of diabetes and maintain blood glucose level.

<Something about sodium>

### **4. Why does the HIDS currently only support healthier cooking oil, wholegrain rice, wholegrain noodles, other wholegrain products, sugar-sweetened beverage, sauce, desserts, sweet spreads and table salt?**

The healthier ingredients covered by HIDS will focus on the three staple ingredients of Singaporeans' diet contributing to the bulk of poor dietary quality – saturated fat from cooking oil and refined carbohydrates from rice, and noodles. The Scheme seeks to

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<sup>1</sup> [https://www.moh.gov.sg/content/moh\\_web/home/statistics/Health\\_Facts\\_Singapore/Disease\\_Burden.html](https://www.moh.gov.sg/content/moh_web/home/statistics/Health_Facts_Singapore/Disease_Burden.html)

promote the conversion to cooking oil with lower saturated fat, brown rice, and wholegrain noodles.

Furthermore, the scheme seeks to promote the conversion of sugar-sweetened beverage, dessert and sauces to lower-sugar options as they contribute to 90% of our daily sugar intake. In so doing, HPB would be able to lower the amount of refined carbohydrates that contribute to diets in Singapore.

With the increased pervasiveness of healthier oils, wholegrains and lower-sugar options through this scheme, consumers would have easier access to better quality meals when eating out. This will help to lower their risk of developing chronic diseases such as Type 2 diabetes and CVD.

HPB also has a number of other programmes and campaigns in place to address the prevention of Type 2 diabetes, that promote the switch to less sweet sugared beverages and encourage the consumption of wholegrains (e.g. Eat, Drink, Shop Healthy Challenge, Healthier Dining Programme).

**5. Will other ingredients be included under the HIDS Scheme?**

At present, HIDS will only cover the key staple ingredients in the Singaporeans' diet – cooking oil and wholegrain staples, as well as sugar-sweetened beverages, sauces, desserts, sweet spreads and table salt which make up a majority of Singaporeans' daily saturated fat, sugar and sodium intake. HPB regularly reviews if other ingredients should be covered in the scheme. New ingredient categories may be included, or existing ingredient categories may be removed in the future.

**6. How will the HIDS benefit consumers?**

As more ingredient suppliers come on board the HIDS and start offering and supplying healthier ingredients to F&B/retail outlets, consumers will have access to healthier food options and enjoy foods prepared with better quality ingredients when they eat at home or dine out.

**7. What are the qualifying healthier ingredient products under HDS?**

All ingredient products under the HDS must be reformulated to meet the Healthier Choice Symbol (HCS) technical specifications by the end of the qualifying period and from the following categories:

- 1) Fats and Oils
  - Edible oil (only food service)
- 2) Wholegrain Rice
  - Rice (unpolished)
  - Mixed rice
- 3) Wholegrain Noodles
  - Oriental noodles (Dry)
  - Oriental noodles (Fresh)
  - Pasta
- 4) Other Wholegrain Products
  - Breads/Buns (only food service)
  - Pau/Mantou
  - Flour
  - Wholegrain convenience meals
- 5) Beverages
  - Sweetened drinks
- 6) Sauces & Seasonings
  - Asian sweet sauce
  - Asian savoury sauce
  - Oyster/vegetarian oyster sauces
  - Dark soy sauce
  - Soy sauce (Others) and marinades
  - Light soy sauce
  - Asian recipe mixes
  - Tomato/chili sauce
  - Other sauces (Western) e.g. BBQ, steak, mustard sauce
  - Pasta sauce
  - Soup and broth
- 7) Desserts
  - Local and seasonal cakes
  - Ice cream (includes sorbet)
  - Yogurt/ Frozen Yogurt
  - Local clear soup desserts
  - Local soup/paste desserts (with dairy/cream)
  - Jellies
  - Pudding

- Cakes & Pastries (incl. muffins, swiss rolls, pound cakes, waffles, tarts, croissants etc.)

8) Sweet Spreads (e.g. kaya, peanut butter, jam)

9) Table Salt

Kindly refer to [www.hpb.gov.sg/food-beverage/healthier-choice-symbol](http://www.hpb.gov.sg/food-beverage/healthier-choice-symbol) for the latest “Healthier Choice Symbol Nutrition Guidelines”- the technical specifications to be met and more information on the eligible products.

Separate applications should be submitted for each different Qualifying Ingredient Category, but more than one product per ingredient type may be included in a single application of the same Qualifying Ingredient Category. Each product will be assessed independently for eligibility.

For instance, Supplier A intends to develop healthier oil A, healthier oil B, wholegrain noodle C and wholegrain noodle D. A single application should be submitted for healthier oil A and B together, and another application submitted for wholegrain noodles C and D together. Each Supplier is only allowed to have 1 HCS Development Project from each Qualifying Ingredient Category running at a single time (e.g. can have 1 Desserts and 1 Sauces project running simultaneously, but not 2 Dessert Projects).

**8. As a consumer, how will I know which food outlets use healthier ingredients?**

Consumers can look out for HPB decals on the storefront of the F&B outlets which use healthier ingredients.



**9. Can the public assume that food establishments with the HPB decals are selling healthier food?**

The purpose of the decal is for easy identification of F&B outlets that offer meals prepared with healthier ingredients. HDS aims to improve the quality of the food bought

and consumed. It does not directly address the problem of excess calories. Hence, consumers have to take note to enjoy their food in moderation.

**10. Who is eligible to apply for the HDS?**

The Applicant (“Company”) must fulfil the following conditions:

- a) Applicant must be a business entity registered with ACRA as a sole-proprietorship, partnership or company and physically present in Singapore.
- b) Applicant must intend to develop healthier ingredients which meet the Healthier Choice Symbol nutritional technical specifications
- c) Applicant must intend to supply the developed healthier ingredients directly or indirectly to qualifying F&B outlets and/or retailers in Singapore.
- d) Applicant must have been in business for at least 3 years.

**11. What does the HDS support?**

The Supportable Category under the HDS is Product Development, Packaging and Certification, with a grant cap of \$200,000.

Under this Category, scheme participants will be supported to conduct innovations and developments of the healthier ingredient to be sold in Singapore. Examples include, but are not limited to, developing healthier cooking oil blends with better frying durability, developing noodle with higher wholegrain percentage and developing a lower-sugar dessert/sauce using functional sugars. HPB may impose conditions as to what constitutes a supportable product development, packaging and certification activity.

The Qualifying Period for each application is **2 years**, and is renewable upon completion of the previous project. Each scheme participant must complete the approved project by the end of the **2 year** qualifying period. Separate applications should be submitted for each different Qualifying Ingredient Category. Each scheme participant is only allowed to have 1 HCS Development Project from each Qualifying Ingredient Category running at a single time (e.g. can have 1 Desserts and 1 Sauces project running simultaneously, but not 2 Dessert Projects).

**12. What is the support quantum that scheme participants will be eligible for?**

HIDS will fund up to 80% of total qualifying project investment, and scheme participants will co-pay 20% of the remaining project cost. There will be an overall cap of \$200,000 for Product Development, Packaging and Certification category.

<i>Supportable Category</i>	<i>Maximum Quantum per Qualifying Period</i>
<i>Product Development, Packaging and Certification</i>	\$200,000

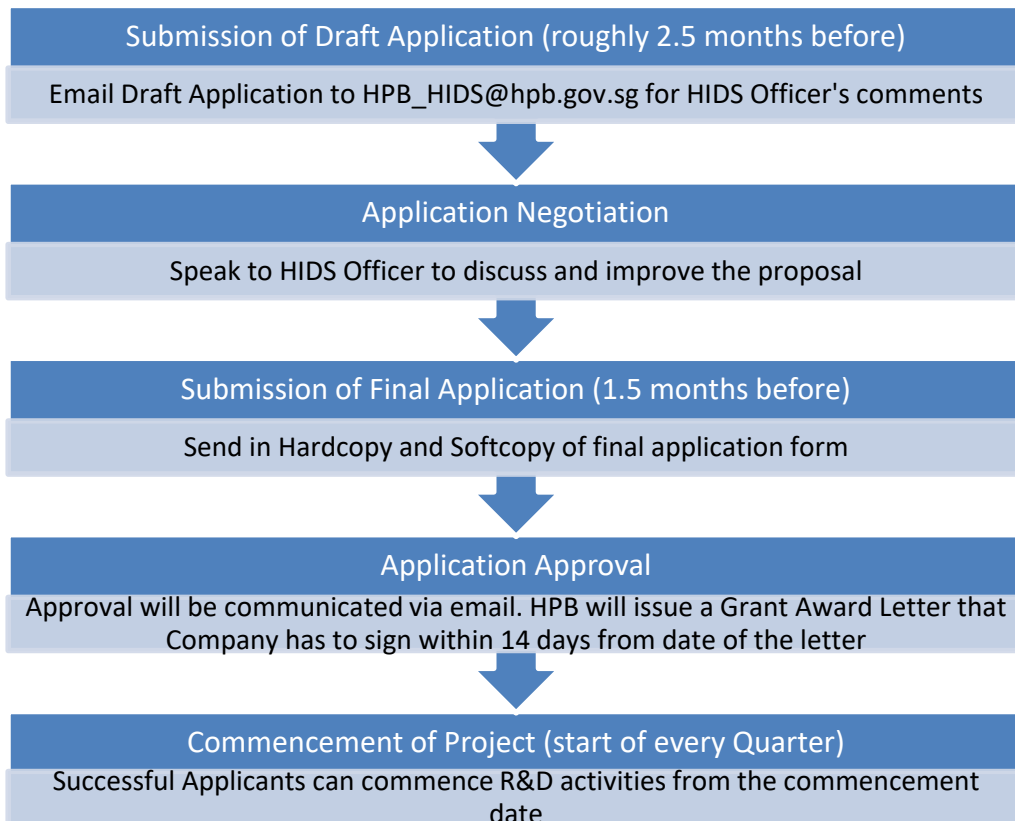
**13. How do interested applicants apply for the HDS?**

HDS operates on a Quarterly basis, with Project cycles starting from 1 January, 1 April, 1 July and 1 October of each year. Interested applicants should send HPB a draft application **2.5 months** before the start of the project cycle, and submit their final application no later than **1.5 months** before the start of the project cycle.

To apply for the Scheme, please download the Application Package, which contains details on the application requirements.

Kindly submit completed **softcopy** Application Form and all supporting documents to [HPB\\_HIDS@hpb.gov.sg](mailto:HPB_HIDS@hpb.gov.sg).

**14. What is the application process like?**



**15. How are submitted applications evaluated?**

All proposals will be evaluated based on criteria which include, but are not limited to:

- i) Cost of Investment (COI)
- ii) Impact
- iii) Cost-Effectiveness
- iv) Feasibility & Track Record

HPB's decision on the outcome of the evaluation of the proposals is final and conclusive.

**16. How will HPB support scheme participants?**

Upon approval of the HIDS application, scheme participants are entitled to:

- a) Having approved products endorsed with HPB's Healthier Choice Symbol.
- b) Having downstream F&B outlets endorsed with HPB's HDP identifiers.
- c) Free listing on HPB's website. *If you do not wish to have your company's and your distributors' contact details published on our web portal, please inform us upon receipt of notice of your successful application.*
- d) Opportunity to participate in HPB's marketing campaigns

**17. What should scheme participants do if they want to make changes to plans and targets?**

Upon approval of application, scheme participants are expected to adhere to the proposal plans and committed targets during the qualifying period. Any requests for changes in Activity or Outcome KPIs should reach HPB in writing no later than **2 months** before the end of the qualifying period. HPB reserves the right to approve or reject appeals for changes at its sole discretion, and scheme participants may only proceed upon obtaining HPB's approval in the form of a Grant Amendment Letter.

**18. How will the HDS be monitored?**

Scheme participants must submit a Quarterly (every 3 months) Progress report (in both hardcopy and softcopy) to HPB **1 month** after the end of each quarter (i.e. Applicants have to submit progress reports of sales and activities conducted from 1 Jan – 31 Mar 2020 by 30 Apr 2020). Quarterly Progress Reports have to be submitted up till the final full quarter before the Project Outcome KPI is achieved (e.g. for a Project starting on 1 Jan 2020, if Outcome KPI is achieved by August 2020, Quarterly Progress Reports are only required for Jan-Mar 20, Apr-Jun 20. Progress Reports for the months of July



and August is not required as Outcome KPI has been achieved before the next full quarter). Quarterly Progress Reports should detail the project progress of activities conducted, the status of KPI achievement and any new capabilities developed.

**19. How do scheme participants claim for fulfilment of approved activities and targets?**

Disbursements will be made on a **6-month** reimbursement basis upon application by the Scheme Participant. The last claim will have to be submitted by latest **2 months** after the end of the **2 year** Qualifying Period. Scheme participants have to engage an external auditor at their own cost to audit the claims before submission to HPB.

The total Grant will be disbursed in the following manner:

- i. **80%** of Actual Qualifying Investments **if the Outcome KPI is met**; OR
- ii. **64%** of the Actual Qualifying Investments, **if the Outcome KPI has not been met**

All the following documents (in hardcopy) have to be submitted within **2 months** after the end of the Claim Period.

- a) All Quarterly Progress Reports, up till the latest full quarter before Outcome KPI is achieved
- b) HCS License Agreement
- c) Images of newly developed HCS product or packaging design artwork
- d) Special Purpose Audit Report by External Auditor;
- e) HPB's prescribed claim form;
- f) Statement of claims showing a summary of all the cost items that the scheme participant is claiming for; and
- g) Any other documents required by HPB

HPB will disburse the claim within **3 months** upon receipt of full and error-free set of claim documents.

**20. Who to contact for more details?**

For further information, please email [HPB\\_HIDS@hpb.gov.sg](mailto:HPB_HIDS@hpb.gov.sg)