

Healthier Ingredient Development Scheme (HIDS) 2018

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 will introduce 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.

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

HIDS is an initiative by 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 noodle, sugar-sweetened beverage, sauce and dessert.

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

2. 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 2010¹. 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.

3. Why does the HIDS currently only include healthier cooking oil, wholegrain rice, wholegrain noodles, sugar-sweetened beverage, sauce, dessert?

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 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 in place to address the prevention of Type 2 diabetes, such as promoting the switch to less sweet sugared beverages (e.g.

¹ https://www.moh.gov.sg/content/moh_web/home/statistics/Health_Facts_Singapore/Disease_Burden.html

the “Drink Healthy. Get More From Life” in 2015 and “Eat Drink Shop Healthy” campaign in 2017) as well as encouraging the consumption of wholegrains (e.g. the Healthier Dining Programme).

4. 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, rice, and noodles, as well as sugar-sweetened beverage, sauce and desserts which make up a majority of Singaporeans’ daily sugar intake. HPB will evaluate if other ingredients should be covered in the scheme in future.

5. How will the HIDS benefit consumers?

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

6. What are the qualifying healthier ingredient products under HIDS?

All ingredient products under the HIDS must be certified with the Healthier Choice Symbol (HCS) by the end of the qualifying period and from the following categories:

1) Fats and Oils

- Edible oil (food service)

2) Cereals

- Rice (unpolished)
- Mixed rice
- Wholegrains
- Oriental noodles (Dry)
- Oriental noodles (Fresh)

3) Beverages

- Malted or chocolate drink
- 3-in-1 or 2-in-1 coffee/tea beverages
- Sweetened drinks
 - Non-carbonated drinks/ Asian drink
 - Isotonic drinks
 - Juice drinks
 - Carbonated drinks
- Soy Milk

- Liquid Milk (Flavored)
- Cultured milk drink/ yoghurt drink
- Juice
 - Vegetable
 - Fruit
 - Fruit and Vegetable Juice
- Cereal Mix

4) Sauces

- Asian sweet sauce
- Dark soy sauce
- Soy sauce (Others) and Marinades
- Sweetened syrups
- Tomato/chilli sauces
- Asian Recipe Mixes

5) Desserts

- Local and seasonal cakes
- Ice cream (includes sorbet)
- Frozen yogurt
- Local clear soup desserts
- Soup/Paste desserts (with dairy/cream)
- Ice shaving desserts
- Jellies
- Pudding
- Western cakes (Technical specifications listed under cakes in Annex A)

Ingredient products will have to meet HPB's nutrition and quality specifications to qualify. Kindly refer to Annex A of the Information Package for the technical specifications to be met and more information on the eligible products.

7. 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.



8. 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. HIDS 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.

9. Who is eligible to apply for the HIDS?

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 import healthier ingredients into the Singapore market for HCS certification, or manufacture it within Singapore.
- c) Applicant must supply healthier ingredients directly or indirectly to qualifying F&B outlets in Singapore.
- d) Applicant must supply healthier ingredients which meet the nutritional guidelines spelt out in Annex A of the Information Package

10. What does the HIDS encompass?

There are three categories under HIDS that are supported, namely: (1) Product Development, Packaging and Certification; (2) Marketing and Publicity; and (3) Trade Promotion.

10.1 Product Development, Packaging & Certification

Under this component, scheme participants will be supported to conduct innovation and development 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 or developing a new lower-sugar beverage using functional sugars, to be sold in Singapore.

Scheme participants can opt to extend the grant support specifically for the Product Development, Packaging & Certification category to a 2 year period. If the scheme participant opts for this option, they will not be eligible to use the grant support for the

other two supportable categories (Marketing & Publicity and Trade Promotion) for the entire qualifying period. The total grant supported over the 2 years will still remain capped at \$500,000.

Scheme participants must inform the HIDS officer in charge at the point of application if they are interested to opt for this option. In the event that all activities under the Product Development, Packaging & Certification category are completed before the end of the 2 years, scheme participants will have to allow the contract to expire before applying to request for additional support for the products approved under the scheme.

10.2 Marketing & Publicity

HIDS encourages and supports continuous efforts made by scheme participants to market the healthier ingredient to F&B operators in Singapore, so as to increase their receptiveness toward healthier ingredients. Items that are supported include, but are not limited to, cost of designing and printing marketing collaterals and product sampling.

10.3 Trade Promotion

Trade promotions will be supported to recognise scheme participants' active engagements to increase receptivity of Singapore's F&B operators towards the healthier ingredients. Examples of trade promotions include, but are not limited to, bulk purchase rebates and customer loyalty benefits.

11. 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 \$500,000 across the three supportable categories. Scheme participants have the flexibility to distribute the \$500,000 across the three supportable categories.

<i>Supportable Category</i>	<i>Maximum Quantum per Qualifying Period</i>
<i>Product Development, Packaging, and Certification</i>	\$500,000
<i>Marketing & Publicity</i>	
<i>Trade Promotions</i>	

12. How do interested applicants apply for the HIDS?

Application for HIDS will open from **3 April 2017**. Applications are accepted and reviewed all year round. All applications must be finalized and submitted (both hardcopy and softcopy) **1.5 months** before the approval of applications. Approved applications will commence on a quarterly basis, starting from **1 July 2017**.

To apply for the Scheme, please refer to our website at www.hpb.gov.sg/HIDS to download the Application Package, which contains details on the application requirements.

Kindly submit **both soft and hard copies** of the application:

- Submit completed **softcopy** Application Form, proposal(s) (Microsoft format and not PDF) and all supporting documents to HPB_HIDS@hpb.gov.sg.
- Send the **completed signed hardcopy** Application Form, proposal(s) and all supporting documents **by hand** to:

Attention: Ms. Nuraini Chuhari

Health Promotion Board

3 Second Hospital Avenue

Singapore 168937

Level 4 Healthy Food & Dining Department

Obesity Prevention & Management Division

13. What is application process like?



14. How are submitted applications evaluated?

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

- Comprehensiveness of proposal.
- Effectiveness in increasing uptake of healthier ingredient product(s) in Singapore's F&B scene
- Cost-reasonableness
- Feasibility
- Company's track record

HPB's decision on the outcome of the evaluation of the proposals is final and conclusive and no appeals will be entertained.

15. How will HPB support scheme participants?

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

- Having approved products endorsed with HPB's Healthier Choice Symbol.
- Having downstream F&B outlets endorsed with HPB's HDP identifiers.
- 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

16. 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. HPB will not allow any changes to the committed outcome KPI upon approval. Any other changes must have prior written approval from HPB.

17. How will the HIDS be monitored?

HPB will conduct regular random inspections at the F&B outlets to ensure that qualifying ingredients are being used at the outlets. Scheme participants that are found to have deviated from the scheme's terms and conditions without a valid explanation may face suspension and/or forfeiture of reimbursement of the claims and/or termination from the Scheme.

Scheme participants must submit the following progress reports (in both hardcopy and softcopy) to HPB one (1) month after the end of each quarter (i.e. Applicants have to submit progress reports of sales and activities conducted from 1 July – 30 Sept 2017 by 31 Oct 2017).

1. Quarterly Sales Progress Report.

- Scheme participants must use the excel spreadsheet template provided by HPB. Kindly adhere to the business type categorisations in the drop-down list. Definition of business types is also included in the excel spreadsheet.
- Sales Progress Report must reflect monthly sales to each scheme participants' direct customers (distributors/wholesalers) and their downstream F&B outlets (ultimate recipients of the healthier ingredient products).
- Scheme participant's first tier downstream distributor(s)/wholesaler(s) may separately send HPB the list of F&B outlets to which they have supplied the healthier ingredient product(s) to. Do note that this list must reach HPB by the stipulated deadline. Downstream distributor(s)/wholesaler(s) have to inform HPB of the scheme

participant which it is purchasing the healthier ingredient product(s) from.

- Compliance of the first tier downstream distributor(s)/wholesaler(s) will be at the sole responsibility of the scheme participant.

2. Quarterly Progress Report of qualifying activities in supportable categories

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

The approved grant amount will be disbursed on a reimbursement basis, upon achievement of the key performance indicators as submitted in the approved proposal(s). Scheme participants are allowed to submit for reimbursement on a half-yearly basis.

HPB will process the reimbursement claim upon receipt of the documents mentioned in question 17, as well as the following documents. All the following documents (both hardcopy and softcopy) have to be submitted within two (2) months from the end of the claim cycle.

1. Special Purpose Audit Report by External Auditor - The special purpose audit shall be conducted by an independent certified public accountant, registered with ACRA, in a public accounting corporation, accounting firm or accounting LLPs . The external auditor shall express their independence and compliance with ethical requirements for the special purpose audit on the face of the report to be submitted to HPB. External auditors will be engaged by scheme participants at the scheme participants' own costs.
2. HPB's prescribed grant claim form (Appendix 7 of Grant Award Letter)
3. Completed Interbank GIRO form (applicable only for 1st claim or if there is any change in bank detail)
4. Statement of claims for all grant claim amounts submitted
5. Any other documents required by HPB

19. Who to contact for more details?

For further information, please email to: HPB_HIDS@hpb.gov.sg, or visit our website at www.hpb.gov.sg/HIDS.