

Healthier Ingredient Promotion Scheme (HIPS)

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 Promotion Scheme (HIPS) from 1 July 2018, 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 Promotion Scheme (HIPS)?

The Healthier Ingredient Promotion Scheme (HIPS) is an initiative by Health Promotion Board (HPB) to support the marketing and promotion of Healthier Choice Symbol (HCS) certified healthier ingredients in the food service sector. Types of healthier ingredients under the scheme are healthier oil, wholegrain noodle, wholegrain rice, sugar-sweetened beverage, sauce and dessert.

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

2. What is the objective of introducing the HIPS?

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, HIPS 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 HIPS currently only include healthier cooking oil, wholegrain rice, wholegrain noodles, sugar-sweetened beverage, sauce, dessert?

The healthier ingredients covered by HIPS 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 and campaigns in place to address the prevention of Type 2 diabetes, that promote the switch to less sweet sugared

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

beverages and encourage the consumption of wholegrains (e.g. Eat, Drink, Shop Healthy Challenge, Healthier Dining Programme).

4. Will other ingredients be included under the HIPS Scheme?

At present, HIPS 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 HIPS benefit consumers?

As more ingredient suppliers come on board the HIPS 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 HIPS?

All ingredient products under the HIPS must be already certified with the Healthier Choice Symbol (HCS) and from the following categories:

1) Fats and Oils

- Edible oil (only food service)

2) Cereals

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

3) Beverages

- Malted or chocolate drink
- 3-in-1 or 2-in-1 coffee/tea beverages
- Sweetened drinks

4) Sauces

- Asian sweet sauce
- Dark soy sauce
- Soy sauce (Others) and Marinades
- Sweetened syrups

- Tomato/chilli sauces
- Asian Recipe Mixes
- Asian Savoury sauces
- Light soy sauce
- Oyster/Vegetarian oyster sauces
- Other Sauces (Western) e.g. BBQ, steak, mustard sauce
- Pasta sauces
- Soup and broth

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/ Muffins

Kindly refer to 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.

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 HIPS?

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 have HCS certified products for the above mentioned healthier ingredients.
- c) Applicant must supply healthier ingredients directly or indirectly to qualifying F&B outlets and/or retailers in Singapore.
- d) Applicant must supply healthier ingredients which meet the Healthier Choice Symbol nutritional technical specifications.
- e) Applicant must have been in business for at least 3 years.

10. What does the HIPS encompass?

There are two supportable categories under the HIPS, namely: (1) Marketing and Publicity; and (2) Trade Promotions. There is a third category under the HIPS: (3) Ingredient Thematic Promotion, which is on an opt-in basis. The Applicant may apply for any one or more of the supportable categories.

10.1 Marketing & Publicity

HIPS 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.

10.2 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.

10.3 Ingredient Thematic Promotions

As part of HPB’s efforts to educate consumers and F&B operators on the healthier ingredients available in the F&B industry, HPB organises ingredient thematic promotions at selected F&B settings in order to promote the use and consumption of healthier ingredients. As part of our promotions, we require HIPS scheme participants

to provide support during these promotions which include, but are not limited to, delivery of ingredient samples, trade promotions, etc. to be carried out by the scheme participant. All costs involved in the ingredient thematic promotion will be fully borne by HPB and claimable under the HIPS.

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 \$300,000 across the first two supportable categories. Scheme participants have the flexibility to distribute the \$300,000 across the two supportable categories. Scheme participants need not apply for both categories. The third category (Ingredient Thematic Promotions) has no cap, but cost is as incurred, subject to HPB's approval.

<i>Supportable Category</i>	<i>Maximum Quantum per Qualifying Period</i>
<i>Marketing & Publicity</i>	\$300,000
<i>Trade Promotions</i>	
<i>Ingredient Thematic Promotions</i>	All costs are fully borne by HPB

12. How do interested applicants apply for the HIPS?

Application for HIPS will open from **11 May 2018**. 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 2018**.

To apply for the Scheme, please 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 to:

Health Promotion Board

3 Second Hospital Avenue
Singapore 168937
Level 4 Healthy Food & Dining 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:

- i) Cost of Investment (COI) & Return of Investment (ROI)
- 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.

15. How will HPB support scheme participants?

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

- a) Having downstream F&B outlets endorsed with HPB's HDP identifiers.

- b) 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.*
- c) 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. Any requests for changes in Activity or Output 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.

17. How will the HIPS be monitored?

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 2019 by 31 Oct 2019).

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 Project Progress

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 below. All the following documents (in hardcopy) have to be submitted within two (2) months from the end of the claim cycle.

1. All Quarterly Sales and Progress Reports, including Distributor Reports
2. 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.
3. HPB's prescribed grant claim form
4. Statement of claims showing a summary of all the cost items that the scheme participant is claiming for
5. Any other documents required by HPB

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

19. Who to contact for more details?

For further information, please email HPB_HIDS@hpb.gov.sg