Food Innovation and Renovation

Government Perspective and Expectations

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Healthy Food Products Department

Despite eating more, dietary quality has deteriorated

Dietary Inadequacies –
Proportion of Singapore with inadequate consumption of Fruits, Vegetable, Wholegrains

Dietary Excesses -
Proportion of Singaporeans who exceed allowances for total fat and saturated fat

Excess of Calorie
Singaporeans exceeding recommended intake of calories by an average of 300 calories

Calorie intake up
Proportion of Singaporeans exceeding recommended intake of calories

Our Diet is characterised by poor fat and carbohydrate quality

- 6 in 10 Singaporeans consume 2 or more sugar – sweetened beverage per day
- 92% of dietary carbohydrate comes from highly refined sources – sugar, white rice & bread, refined noodles


Escalating caloric excesses & physical inactivity

Daily Caloric expenditure from physical activity dropped by average of 100 calories over the past decade

Energy Imbalance favours growing Weight Gain

Need for Paradigm Shift
Food Strategy to reset the default choices

Obesity in Singapore is on the rise

Prevalence of Obesity – Age Standardised
(in Singapore)

<table>
<thead>
<tr>
<th>Year</th>
<th>International (BMI &gt;30)</th>
<th>Asian (BMI &gt;27.5)</th>
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<tbody>
<tr>
<td>1992</td>
<td>5.5%</td>
<td>12.7%</td>
</tr>
<tr>
<td>1998</td>
<td>6.3%</td>
<td>10.8%</td>
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<tr>
<td>2004</td>
<td>6.8%</td>
<td>23%</td>
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Prevalence of Obesity – Among U.S. Adults Aged 20-74
(in US)

1990s:
- 1992-1994: 27.5%
- 1999-2000: 25.9%
- 2005-2006: 28.8%

2001-2002:
- 2007-2008: 31.7%

2009-2010:
- 50.0%

Changing Behaviour - Need for Paradigm Shift

Inform | Strategic Shift | Influence
---|---|---
Leveraging partnerships to achieve PERVASIVENESS
Adopting behavioural economic principles to NUDGE CONSUMERS

Public Education Campaigns
- Changing the Context and Environment
- Making healthier choice default and accessible

Eco-systemic Model
A “Whole-of-supply chain” approach to reset the default

- Awareness
  - Food Innovation Broaden Variety & choices
    - Working with Manufacturers F&B, Retailer
      - Driving Consumer demand Educate and activate

HEALTHY DINING PROGRAM

Incorporate healthier options into core menu items and product mix

- Awareness
  - Food Innovation Broaden Variety & choices
    - Working with Manufacturers F&B, Retailer
      - Driving Consumer demand Educate and activate
A “Whole-of-supply chain” approach to reset the default

**HEALTHY DINING PROGRAM**

- **Awareness**
- **Food Innovation** Broaden Variety & choices
- **Working with Manufacturers** F&B, Retailer
- **Driving Consumer demand** Educate and activate

**Working with large F&B chains, making healthier offerings mainstream**

- 29 restaurants: Domino's Pizza, McDonald's, KFC, Subway, etc.
- 3 food courts: 4 canteen/hawker: 5 catering operations:
- 2 kiosk operations:

**HEALTHY DINING PROGRAM**

- **Awareness**
- **Food Innovation** Broaden Variety & choices
- **Working with Manufacturers** F&B, Retailer
- **Driving Consumer demand** Educate and activate

- **Ensuring demand for healthier options: Shifting from mass to coordinated, location-specific marketing**

**HEALTHY DINING PROGRAM**

- **Awareness**
- **Food Innovation** Broaden Variety & choices
- **Working with Manufacturers** F&B, Retailer
- **Driving Consumer demand** Educate and activate

- **Locations of malls targeted for Phase 2 marketing**
- **Advertisements around 1km vicinity placed around key mall**
- **Ad-walkers around the malls to distribute discount vouchers**

**Moving forward: Integrated Value Chain Approach**

- **Healthier Choice Program**
  
  - **Action by Existing Partners - Reformulation**

- **Healthy Choice Program**
  
  - **Food Innovation** Broaden Variety & choices
  - **Working with Manufacturers** F&B, Retailer

- **Grocery Retailers**

  - **Cold Storage**
  - **Sheng Siong**

- **Driving Consumer demand** Educate and activate

- **2500 products cut across 70 categories**, which contribute to **60%** of all food and drinks sold through retail grocery chains
- **2500 products contribute to >15% market share**
A “Whole-of-supply chain” approach to reset the default

Healthier Choice Program

- Awareness
- Food Innovation
  Broaden Variety & choices
- Working with Manufacturers
  F&B, Retailer
- Periodic promotional offer ad-buys with single supermarket chain
- Increasing both breadth and depth of collaboration
- Island-wide consumer campaign
  
  Driving Consumer demand
  Educate and activate

A “Whole-of-supply chain” approach to reset the default

- Awareness
- Food Innovation
  Broaden Variety & choices
- Working with Manufacturers
  F&B, Retailer
- Driving Consumer demand
  Educate and activate

Integrate efforts from multi-stakeholders to influence lifestyle change.

- Consumer Packaged Goods
- Food Service (Healthier Dining Program)
- Retailers
  Grocery, QSR, Restaurants/Caterer, Hawker Stalls
- Kiosks
  e.g. Gongcha, Mr. Bean
- Cafes
  e.g. Yakum, Toastbox
- Coffee Shops
  e.g. POKKA, Yeo's
Need for Paradigm Shift
Government Expectation

Healthy Living Master Plan: Vision 2020

Provide 1 in 2 Singapore Residents
Access to at least three healthier living options

Thank You