FOP systems can be grouped into a few sub-categories based on general characteristics.

a) Interpretive systems (criteria-based):
   Categorize foods according to a set of criteria

Threshold-based
“Warning-high”
Algorithm-based

b) Informative systems (fact-based):
   Restate quantitative nutrition information in a more concise way

*Findings (unpublished)… perception on HCL:
  • Confident with product (91.3%)
  • Choose the product even with additional cost (57.4%)
  • Prefer product with the logo (72.3%).*
FOP LABELLING FOR ENERGY

- FOP (energy icon)
  - part of the industry’s commitment to tackling the issue of obesity and NCDs in the country.
  - Indicate the % of daily requirement
  - Per serving (size is determined by the manufacturer)

- To start with icon on energy only
  - highlight on energy balance equation of direct relevance to overweight and obesity (calories in vs calories out).
  - take into consideration the consumer’s level of understanding on nutrition information.

FOP LABELLING FOR ENERGY (2)

Fact-based approach
Restate quantitative nutrition information in a more concise way

SPECIFICATIONS FOR ENERGY ICON

- Recommended size and wording
  - The wording above and below the icon should be minimum 8 point
  - The width and height of the energy icon should be minimum 8mm and 12mm
10. Language to be used

Except as otherwise provided in these Regulations, any word, statement, information or direction that is required by these Regulations to appear on the label of any package of food shall—

(a) in the case of food produced, prepared or packaged in Malaysia, be in Bahasa Malaysia; or
(b) in the case of imported food, be in Bahasa Malaysia or English, and in either case may include translation thereof in any other language.

- Language to be used – requirements in FR 1985

- Colour
  - Monochrome colours – suit the brand
  - Tonal particular colour used within artwork may be used
  - If possible, avoid traffic light colours (red, green and amber)

**HEALTHIER CHOICE LOGO (HCL)**

Foods and beverages that fulfill the nutrient criteria specified by the Ministry

**HCL Definition**

Comparison within the same category of products

**PRODUCT SUB-CATEGORIES**

- Plain milk (powder)
- Flavoured milk (powder)
- Plain milk (liquid)
- Flavoured milk (liquid)
- Fresh milk (liquid)
- Cultured milk / yoghurt drink
- Yoghurt
- Cheese (processed)

- Salad dressing
- Nuts & seeds butter

- Flavoured drink (carbonated)
- Flavoured drink (non-carbonated)
- Tea drink (with/without milk)
- Tea mix (powder)
- Coffee drink
- Coffee premix (powder)

- Instant oat
- Breakfast cereal (adult)
- Breakfast cereal (child)
- Cereal beverages (premix)
- Dry wheat noodle
- Instant noodles
- Biscuits & crackers

- Fish & Fish Products
- Seafood & other fishes

- Soy sauce (light / dark)

- Canned: Fruit & fruit cocktails
- Instant oat
- Breakfast cereal (adult)
- Breakfast cereal (child)
- Cereal beverages (premix)
- Dry wheat noodle
- Instant noodles
- Biscuits & crackers

- Canned & processed

**HCL OBJECTIVES**

- To facilitate consumer
  - make a smarter choice at the point of purchase
  - identify healthier products compared to other products in the same category

- To encourage food industry
  - manufacture more healthy products
  - reformulate or change the recipes of products to produce healthier foods

- To provide environment
  - provide an environment that supports healthy nutritional practices
**APPLICATION PROCEDURE**

1. **Submission of HCL application to Nutrition Division**
   - **Voluntary**
   - **Free of charge**
   - **Fulfill nutrient criteria**

2. **Processing of application**
   - **Criteria will be reviewed from time to time**

3. **Confirmation of Standard Criteria Compliances**
   - **Approved application**
   - **Valid for 2 years**

4. **Issuance of HCL Certificate**

5. **Marketing of products with HCL**

6. **Approved products are randomly selected for analysis**

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**GUIDELINES ON HEALTHIER CHOICE LOGO MALAYSIA**

**CONTENT**

- A. HEALTHIER CHOICE LOGO
  - Introduction
  - Objective
- B. LOGO LABELLING AND PRESENTATION
  - Format of the logo
  - Size of the logo
- C. PROCEDURES
  - Management of Application
- D. CERTIFICATE OF AUTHENTICATION
  - Requirements
  - Renewal of Certification
  - Termination of Certification or Reissue of the Logo
- E. ADVERTISING CODES
  - Approval of Packaging/Advertising/Promotional Materials
  - Claims and Promotional Materials

**DISCLAIMER**

This guidance is not legally binding and does not supersede any other regulations or guidelines that regulate food products in Malaysia.

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**GUIDELINES ON HCL**

- **http://nutrition.moh.gov.my**
  - 2. List of HCL products
  - 6. HCL Guidelines
  - 7. Application form (HCL)
  - 8. HCL nutrient criteria

- **http://myhcl.moh.gov.my**
  - HCL guidelines
  - HCL nutrient criteria
  - List of HCL products
  - Online application

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**HCL statement is as below:**

- a) Must not exceed 5% of the display surface area of the packaging:
  - 30 cm
  - 45 cm

- b) Should not be less than 15mm width when applied on the packaging:
  - \[ W = 15mm \]
Accredited from Standard Malaysia (ILAC/ MRA)

Lab report on criteria nutrient for HCL
**PROMOTING NUTRITION LABELLING**

  - Produce educational materials
  - Consumers’ education
  - Integrate into school curriculum
  - Implementation of FOP: energy icon and HCL
  - Expansion of mandatory declaration (total sugars, sodium, fatty acids; food categories)

- **Malaysian Dietary Guidelines (2010 & 2013)**
  - Specific key message:
    - Make effective use of nutrition information on food labels
    - Educate children on the use of nutrition information on food labels

**HEALTHY EATING AT SUPERMARKETS**

- Collaboration with supermarkets.
- Objectives of the programme:
  - To provide nutrition information at food selections’ locations.
  - To educate consumers in making smarter food choices.
- Involve 5 sections (represent Food Pyramid):
  - Rice
  - Vegetable & fruit
  - Fish
  - Oil
  - Reading label (milk)

**NUTRITION MONTH MALAYSIA (NMM)**

- Non-profit programme supported by Ministry of Health.
- Every year, NMM focus on different themes but goal remains the same – to create greater awareness of the importance of a healthy lifestyle.
OTHER PROMOTION EFFORTS

- Nutrition Information Centre
- Top Management (Meeting)
- Health Community Kitchen (DSM)
- Nutrition Carnival
- Happy Hour Adventure
- Cooking Demonstration

OTHER PROMOTION EFFORTS (2)

- Campaign (Salt Awareness)
- Cafetaria – Education Corner
- Talk / CME / Training Session
- Waiting Time (Clinic)
- Roadshow / Exhibition Booth
- Consultation Session

MOCK UP PRODUCTS

- Actual available products (source: FMM)

PUBLICATIONS

- Poster
- Booklet
- Pamphlet

Reuse and recycle

Design by vendor
Labelling has been identified as one of the educational tools to assist the public in making food choices.

- Adding summary nutrition information on the front-of-pack (FOP) labelling as a quick guide about the nutrition content of different products.
- Signposting should be used in conjunction with the NIP.
- Basics of nutrition concepts can support the application in making healthier food choices.

Regulations or guidelines should be accompanied by effective supporting education programmes.

- Efforts should therefore be made to further promote the understanding and utilization of the NIP.
- Make use of every opportunities to educate about the nutrition information on food labels.
CONCLUSION (2)

- Research and evaluation component in this area should be undertaken to contribute to available national data.
  - The needs to understand public’s access to accurate and reliable information about their food; scientific evidence linking the nutrient content of foods to health conditions.
  - The data can be utilized to assist government policies and programmes.

- All stakeholders should play a more prominent role in ensuring that consumers utilize nutrition information on food labels effectively.
  - Provide consistent messages on the use and importance of the nutrition information on food label.
  - Public-private partnerships and a multi-sector engagement.

ACKNOWLEDGEMENTS

- Nutrition Division
- Food Safety and Quality Division
- State Health Department
- District Health Office
- NMM National Steering Committee (NSM, MDA, MASO)

THANK YOU

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