

Healthier Choice Symbol New Product Development Grant Information sheet



Grant Objectives and Overview

The Healthier Choice Symbol new product development grant aims to connect local Small and Medium size Enterprise (SME) food manufacturers and public Knowledge Institutes (KI) to innovate healthier products with the intention to address health and nutritional needs of the Singapore population.

The grant of \$5000 can be used to support projects or a range of services at appointed Knowledge Institutes (KI) within a period of one year. These activities must lead to the development of healthier choice products. It should also facilitate the transfer of technical know-hows from the KI to the SMEs.

Eligibility Criteria

The application is open to all local SMEs, subject to the following criteria. This is in line with the new SME definition adopted by SPRING Singapore with effect from 1 April 2011¹.

- At least 30% of shareholding is local
- Annual sales turnover of not more than \$100 million or
- Employment size of not more than 200 employees

How to apply?

Interested companies meeting the eligibility criteria can submit a project proposal to the Health Promotion Board after consultation with the prospective KI. To increase the chances of a successful application, proposed projects should preferably be in the grant priority areas.

More details on the grant priority areas, evaluation criteria and project proposal template are available in Annex A and Annex B respectively.

Appointed Knowledge Institutes (KI)

The appointed Knowledge Institutes are listed below. Contact details can be referred under Annex C

- Food Innovation and Resource Center at Singapore Polytechnic (FIRC@SP)
- Temasek Polytechnic
- Republic Polytechnic

List of services and knowledge transfer activities applicable under the HPB grant

The grant of \$5000 per project can be used to support projects or procure services that lead to the development and certification of a healthier choice product after the proto-type or product has been developed. Applicants who have previously utilized the IVS to develop prototypes are eligible to apply for the HCS Grant.

As a guide, these projects or services should focus on the items listed below that results in or leads to the development and certification of healthier choice products. These activities should also facilitate the transfer of know-how from KI to the SMEs.

- Reformulation to meet prevailing Healthier Choice Symbol (HCS) guidelines
- Recommendations to improve manufacturing practices or processing parameters to meet HCS guidelines;
- Recommendations on packaging to extend shelf life of products
- Conduct shelf life studies
- Conduct chemical analysis limited to the 10 core nutrients*;
- Conduct sensory and customer studies
- Conduct analysis for Glycaemic Index testing at an accredited laboratory

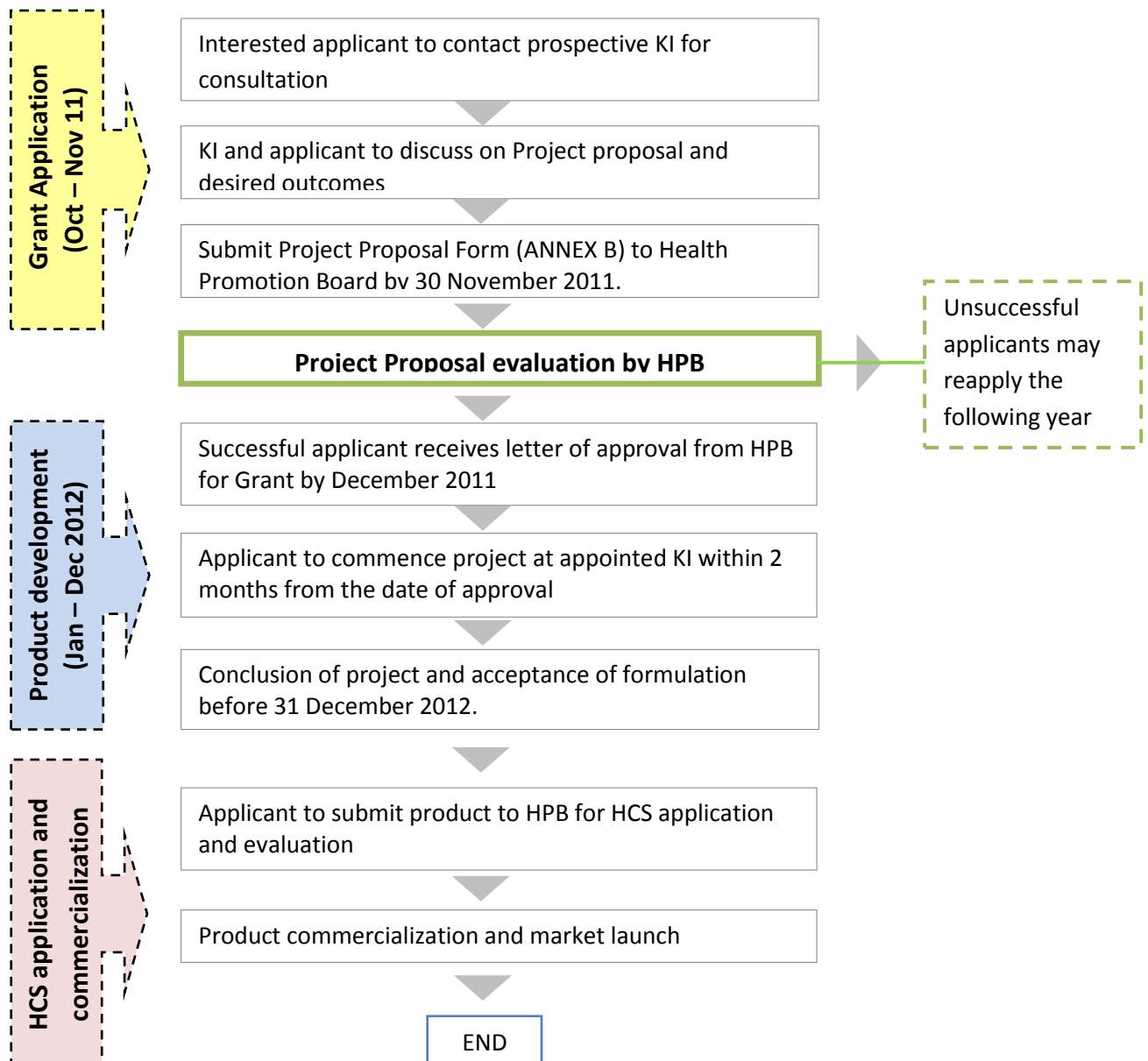
*The 10 core nutrients can be referred to under Annex A, Part B.

Grant Application and Procedures

Interested applicants may after consultation with any of the above appointed Knowledge Institutes submit the project proposal (Annex B) no later than 30 November 2011 to Health Promotion Board, Nutrition Department.

Successful applicants will be informed by December 2011 on the outcome of their application.

A schematic grant application procedure is described below:



ANNEX A

A. Grant priority areas for new product development

Priority areas are evaluated on a year by year basis, in response to the health and nutritional needs of the population and address gaps in the supply of healthier foods. Projects focusing on these key areas will be given priority.

For projects commencing in FY 2012, the priority areas are:

- i. **Elderly and Aging**
 - a. Fortification with Omega 3, Calcium, Vitamin B6, B12, Vitamin D
 - b. Protein

- ii. **Obesity and Diabetes management**
 - a. Low GI Whole-grain products
 - b. Reduced calorie products
 - c. Sugar replacers and alternatives (excluding intense sweeteners)

- iii. **Chronic Disease management**
 - a. **Hypertension (e.g. Sodium reduction)**
Food categories
 - i. Sauces, paste, bullions, soups, recipe mixes, convenience meals
 - ii. Canned and processed foods
 - iii. Noodles
 - iv. Surimi based products

 - b. **Heart health**
 - i. Replacement of saturated fatty acids with unsaturated fatty acids,
 - ii. Cholesterol-lowering active ingredients

Functional Foods

The broad definition of “Functional Foods” is “Food ingredients or composition that may provide a *health benefit* beyond basic nutritional value.” For the purpose of the grant, the health benefit should translate to address key public health issues e.g. Obesity, chronic disease management, aging population as mentioned above.

These may include incorporating bioactive ingredients into mainstream food products. Manufacturers may refer to the Singapore Food regulations, Sale of Food Act for a list of approved ingredients. Some categories are listed below

- a. **Phytochemical and Botanical extracts**
e.g natural pigments, phenolics, polyphenols, thio compounds, phytosterols etc.

- b. **Zoochemicals** (dietary components found in animal sources)
e.g. Omega 3 Fatty acids, bioactive proteins and peptides
- c. **Probiotics** (live organisms which can confer a specific health benefit when administered in adequate amount to a host (FAO, WHO 2001)
e.g. *Bifidobacterium*, *Lactobacillus* species

B. Selection criteria for new product developments

In addition to the priority areas, applications will be evaluated on

- i. **Public health impact**
 - a. Product aligned within key public health concerns mentioned above
 - b. Widely consumed by population
- ii. **Cost effectiveness and value**
 - a. Affordable by general population for the value-added benefit
- iii. **Market potential of product**
 - a. High potential to be exported
 - b. Commonly found and consumed across Asia
- iv. **Innovativeness and novelty**
 - a. Unique, first of its kind, demonstrates a significant technological breakthrough

C. List of services and knowledge transfer activities applicable under the HPB grant

The grant can be used to support projects or procure services that lead to the development and certification of a healthier choice product **after the proto-type or product has been developed.**

As a guide, these projects or services should focus on

- Reformulation to meet HCS guidelines
- Recommendation to improve manufacturing practices or operations to meet HCS guidelines;
- Recommendation of packaging to extend shelf life of products
- Conduct shelf life studies
- Conduct chemical analysis limited to the 10 core nutrients*;
- Conduct sensory and customer studies
- Conduct analysis for Glycaemic Index testing at accredited laboratories

that results in or leads to the development and certification of healthier choice products. These activities should facilitate the transfer of know-how from TP to the SMEs.

*The 10 core nutrients are Energy, Carbohydrates, Protein, Total Fat, Saturated Fat, Trans fat, Dietary Fibre, Total Sugars, Sodium, Cholesterol

ANNEX B

**Healthier Choice New Product Development
Application and Project Proposal**

Application Details

Project title	:	
Name of company	:	
Address	:	
Contact Person	:	

Project Proposal

1. Name and description of product :

Please include a picture of the product or proto-type if possible, with the ingredient list

2. Unique aspects of product :

e.g. Lower in sodium / fat / sugar / GI ; Higher in Wholegrains, Calcium, Vitamins and Minerals. What are the functionalities? How does the product address any of the priority issues outlined?

3. Intended target audience and market distribution channels :

e.g. Elderly (50 years above), in major local and overseas supermarkets. Plans include exporting to other countries, if any.

4. Intended Knowledge institute and estimated project cost (include breakdown of items / services)

ANNEX C

Appointed Knowledge Institutes (KI)

Contact details of the appointed Knowledge Institutes are listed below. Interested applicants may contact them for consultation on a prospective project proposal.

Food Innovation and Resource Center at Singapore Polytechnic (FIRC@SP)	Ms Grace Ng, Business Development Executive
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Contact Information:

Email address:

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Temasek Polytechnic	Mrs Tay-Chan Su Chin
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Contact Information:

Email address:

suchin@tp.edu.sg

Republic Polytechnic	Mr John Ho
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ⁱ <http://www.spring.gov.sg/NewsEvents/PR/Pages/New-SME-Definition-and-Launch-of-New-Online-Tools-and-E-Services-20110322.aspx>