

FoodSwitch HK



PRESS CONFERENCE | 新聞發佈會

PRESENTER: DR JIMMY LOUIE | 主講: 雷震宇博士

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The FoodSwitch goal | FoodSwitch 的目標



To Improve the health of millions, by

- ✓ Cataloguing the world's food supply
- ✓ Making the data available to all
- ✓ Transparency and accountability

通過以下行動，去改善數以百萬人的健康：

- ✓ 紀錄全球食物的營養成份
- ✓ 為所有人提供這些資料
- ✓ 提高食物營養成份的透明度及使食物製造商對產品健康程度負責



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解讀營養標籤

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Under the Nutrition Labelling Scheme, most prepackaged food sold in Hong Kong will have nutrition labelling from 1st July 2010.

Nutrition label is a systematic way of presenting nutrition information of food products. It is usually in a tabular format with a heading like "Nutrition Information", "Nutrition Facts" or "Nutrition Label". Information presented includes **reference amounts, energy and nutrients and Nutrient Reference Values.**

根據營養資料標籤制度，於二零一零年七月一日起，大部分在香港出售的預先包裝食物將附有營養標籤。

營養標籤是有系統地標示食品營養資料的方法。營養標籤一般以列表形式標示有關資料，並加上“營養資料”、“營養成分”或“營養標籤”等標題。標示資料包括食物參考量、能量及營養素和營養素參考值百分比。

Nutrition Information 營養資料	
Per 100g/ 每100克	
Energy/ 能量	103kcal/ 千卡(433kJ/ 千焦)
Protein/ 蛋白質	4.3g/ 克
Total fat/ 總脂肪	1.1g/ 克
- Saturated fat/ 飽和脂肪	0.7g/ 克
- Trans fat/ 反式脂肪	0g/ 克
Carbohydrates/ 碳水化合物	19g/ 克
- Sugars/ 糖	19g/ 克
Sodium/ 鈉	58mg/ 毫克

營養標籤

食物參考量
能量和營養素
營養素參考值

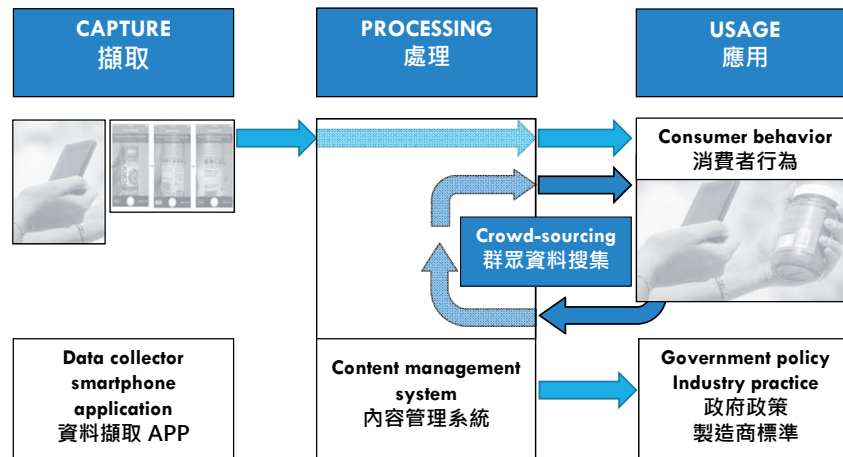


http://www.cfs.gov.hk/tc_chi/whatsnew/whatsnew_act/whatsnew_act_19_Nutrition_Labelling_Scheme.html



Image from: <http://radexperience.com/wp-content/uploads/2014/12/Labels1.jpg>

What is *FoodSwitch*? | *FoodSwitch* 是甚麼?



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The *FoodSwitch HK* Database | *FoodSwitch HK* 資料庫



- ✓ Contains ~13,000 prepackaged foods sold in three major supermarkets in HK
- ✓ 包含接近 13,000 種於本港三大超級市場有售的預先包裝食物
- ✓ Covers approximately 70% of the market share
- ✓ 覆蓋約 70% 預先包裝食品市佔率

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The *FoodSwitch HK* Database | *FoodSwitch HK* 資料庫



Food Category 食物種類	No. of products 產品數量	Food Category 食物種類	No. of products 產品數量
Bread and bakery products 麵包及烘焙類食品	1197	Fruit and vegetables 蔬果類	1382
Cereal and grain products 五穀類食品	1743	Meat and meat products 肉類及肉製品	592
Confectionery 糖果	979	Non-alcoholic beverages 非酒精類飲料	1973
Convenience foods 方便食品	532	Sauces, dressing, spreads and dips 醬料	1340
Dairy 奶製品	1204	Snack foods 零食	560
Oils and oil emulsions 油類	265	Special foods 特殊食品	275
Eggs 蛋	82	Sugars, honey and related products 糖類	272
Fish and fish products 魚肉及魚類食品	387	Others 其他	86

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<https://tinyurl.com/fshkios>



<https://tinyurl.com/fshkgoogle>

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Healthier alternatives identified by nutrient profiling

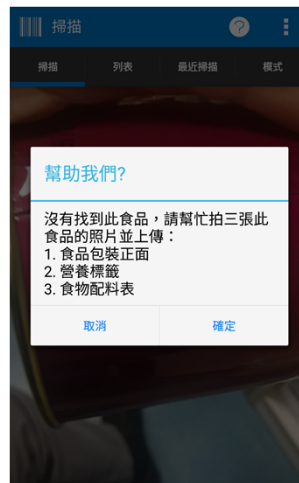
FoodSwitch 會利用營養評分找出更健康的選擇



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Help us out by adding missing products | 您可以幫助我們完善資料庫



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What's our goal for Hong Kong? | FoodSwitch HK 的目標



- ✓ Empowered consumers
- ✓ Informed and enabled government and industry
- ✓ A healthier food environment
- ✓ Tens of thousand of people saved from premature chronic disease
- ✓ 令消費者更有信心選擇健康食物
- ✓ 令政府及業界掌握更多有用資訊
- ✓ 令食物供應環境更健康
- ✓ 令數以萬計的人免於過早患上長期疾病

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Why should we select healthier packaged foods? 為什麼我們需要選擇較健康的預先包裝食物?



- ✓ >75% of the daily salt intake actually comes from packaged foods, not the salt we add to foods ourselves
- ✓ 一般人每天超過四份之三的鹽攝入其實來自預先包裝食物，而非自行添加的鹽份
- ✓ Research shows that the majority of Hong Kongers had daily salt intake above the WHO recommended limit (5 g of salt)
- ✓ 研究顯示大部份本港市民的每天鹽攝取量高於世衛建議上限 (5 克鹽)

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Hongkongers are eating up to

2 times



the recommended daily salt intake

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本港市民每天攝取接近建議攝入上限

2 倍



的鹽份

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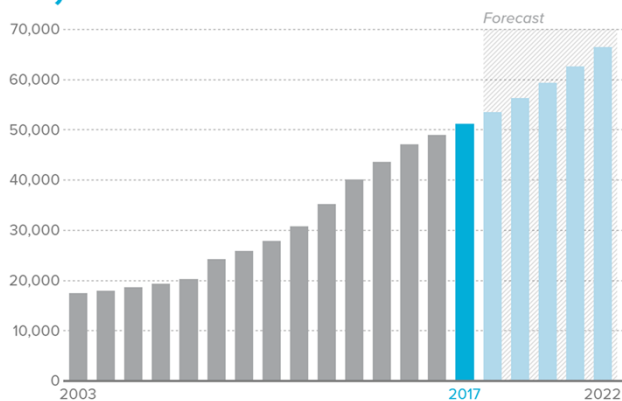
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Increasing sales of packaged foods in HK | 香港預先包裝食物的銷售額持續上升

Sales of Packaged Food

Retail Value RSP - HKD million - Current - 2003-2022

50,945



Data from EuroMonitor International

資料來源: EuroMonitor International



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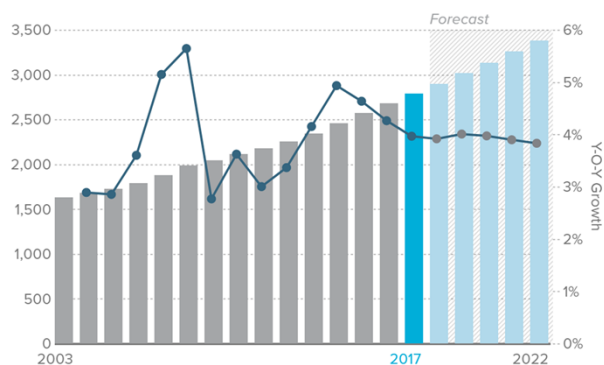


加工肉類及海鮮
Sales of Processed Meat and Seafood
Retail Value RSP - HKD million - Current - 2003-2022



Data from EuroMonitor International

資料來源: EuroMonitor International



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Increasing sales of packaged foods in HK | 香港預先包裝食物的銷售額持續上升

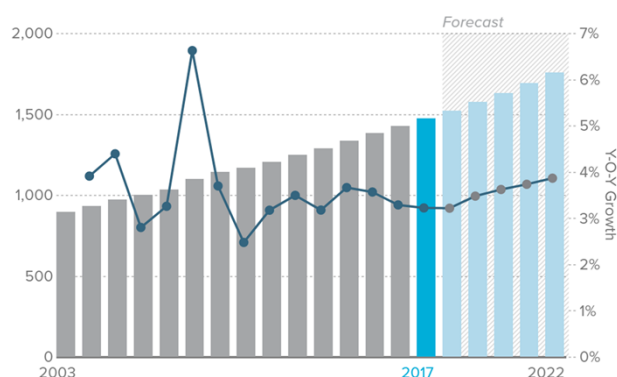


醬料及調味料
Sales of Sauces, Dressings and Condiments
Retail Value RSP - HKD million - Current - 2003-2022



Data from EuroMonitor International

資料來源: EuroMonitor International



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Increasing sales of packaged foods in HK | 香港預先包裝食物的銷售額持續上升



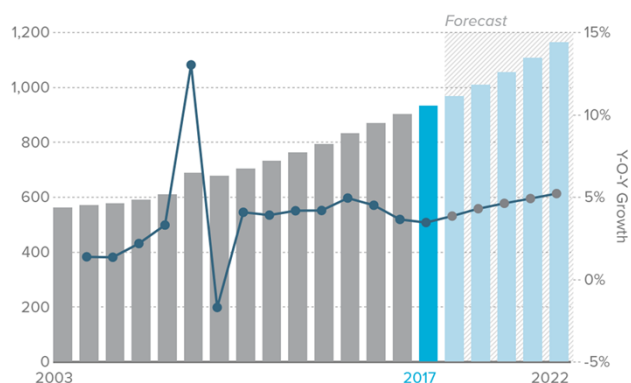
即食餐點 Sales of Ready Meals

Retail Value RSP - HKD million - Current - 2003-2022



Data from EuroMonitor International

資料來源: EuroMonitor International



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Salt content in common packaged food categories in Hong Kong

本地受歡迎的預先包裝食品種類的鹽含量

Sodium content in HK packaged foods | 本地預先包裝食品的鈉含量

Food Category 食物種類	No. of products 貨品數量	Sodium mg/100g 每 100 克鈉含量	
		Median 中位數	Range 範圍
Sauces 醬料	720	1980	0 – 23900
Noodles 麵食	555	1380	0 – 7930
Processed meats 加工肉類	426	804	5 – 3920
Processed fish 加工魚類	322	612	8 - 6400

Comparison to WHO salt target | 與世衛鹽攝入上限比較

Food Category 食物種類	No. of products 貨品數量	Typical serve size 常見食用份量 (克)	Median salt value per serve (g) 每食用份量鹽含量中位數 (克)	% of WHO target 佔世衛上限的百分比	Maximum salt value per serve 每食用份量最高鹽含量 (克)	% of WHO target 佔世衛上限的百分比
Sauces 醬料	737	5	0.3	6%	3	60%
Noodles 麵食	555	100	3.5	70%	20	400%
Processed meats 加工肉類	426	50	1	20%	5	100%
Processed fish 加工魚類	322	100	1.5	30%	16	320%

A serve of the saltiest sauce had

3g of salt



60% of your maximum daily salt intake

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每食用份量的最高鹽醬料含有

3 克鹽

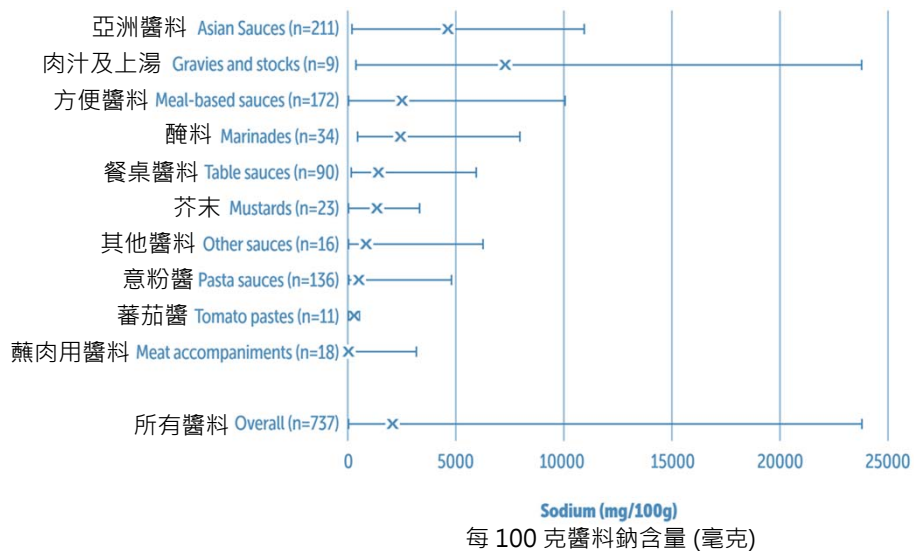


為每日鹽攝取上限的 **60%**

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Sauces | 醬料



An average serve of noodles with sauce:

over **75%**



of your maximum daily salt intake

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每平均食用份量的含調味料麵食含有

超過 **75%**

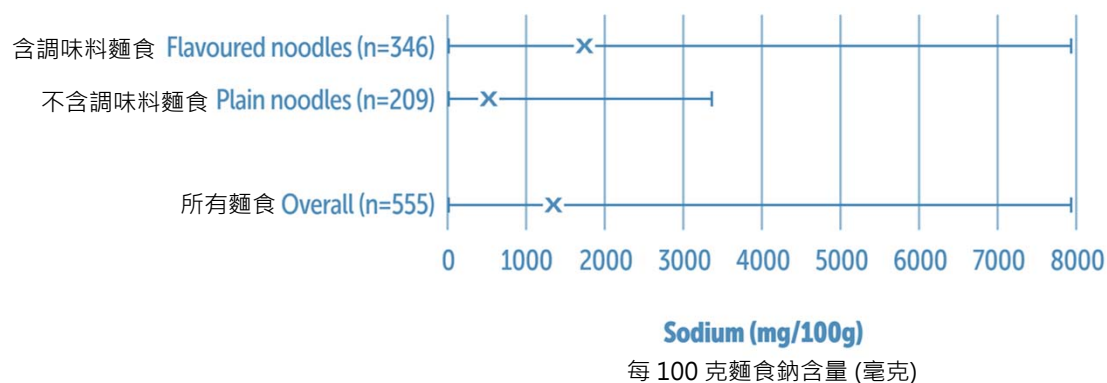


每日攝取量上限的鹽份

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Noodles | 麵食



Switching from the saltiest to least saltiest
processed meat, would save almost

10g or 
2 teaspoons per 100 grams

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把最高鹽的加工肉換成較低鹽的同類產品
您將可以減少

10克鹽 

(每100克食用份量可減少2茶匙鹽)

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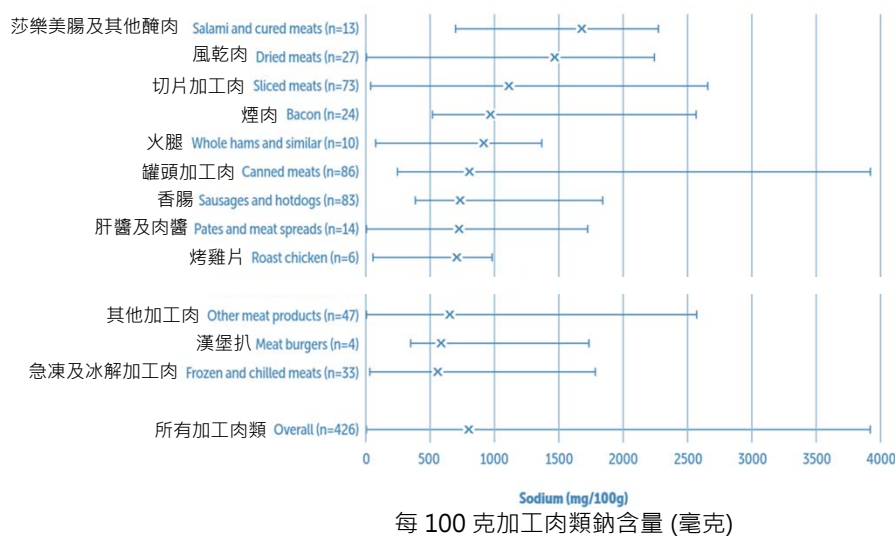
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Processed meat | 加工肉類



An average serve of processed fish contains

30%



of your maximum daily salt intake

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每平均食用份量的加工魚類含有您每天鹽份攝取上限的

30%



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Some canned fish contains

125  times
more salt than others

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某些加工魚類的鹽含量為其他同類產品的

125  倍

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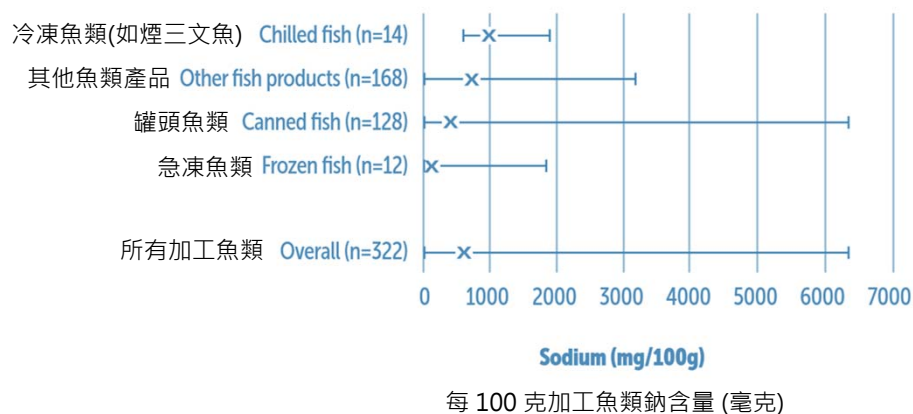
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Processed fish | 加工魚類



Which one is healthier? | 哪一款產品較健康?



Nutrition Information

(AVERAGE)

Servings per package - 7

Serving size - 40g (1 metric cup†)

	quantity per serving	% daily intake ▲ per serving	per serve with 1/2 cup skim milk	quantity per 100g
ENERGY	640 kJ	7%	840 kJ	1610 kJ
PROTEIN	7.0 g	14%	11.7 g	17.5 g
FAT, TOTAL	0.9 g	1%	1.0 g	2.2 g
- SATURATED	0.3 g	1%	0.4 g	0.8 g
CARBOHYDRATE	27.8 g	9%	34.2 g	69.4 g
- SUGARS	5.4 g	6%	11.9 g	13.6 g
DIETARY FIBRE	2.6 g	9%	2.6 g	6.5 g
SODIUM	152 mg	7%	208 mg	380 mg

	quantity per serving	% RDI*	quantity per 100g
THIAMIN (VIT B1)	0.28 mg	25%	0.33 mg 0.69 mg
RIBOFLAVIN (VIT B2)	0.42 mg	25%	0.68 mg 1.06 mg
NIACIN	2.5 mg	25%	2.6 mg 6.2 mg
VITAMIN B6	0.4 mg	25%	0.4 mg 1.0 mg
VITAMIN D	2.5 µg	25%	2.5 µg 6.2 µg
FOLATE	100 µg	50%	106 µg 250 µg
CALCIUM	200 mg	25%	359 mg 500 mg
IRON	3.0 mg	25%	3.1 mg 7.5 mg
ZINC	1.2 mg	10%	1.7 mg 3.0 mg

† Cup measurement is approximate and is only to be used as a guide. If you have any specific dietary requirements please weigh your serving.

▲ Percentage daily intakes are based on an average adult diet of 8700kJ.

* Percentage Recommended Dietary Intake (Aust/NZ)

Ingredients

Rice (43%), whole grains (24%)(whole wheat, whole grain oat flour), wheat gluten, sugar, minerals (calcium carbonate, iron, zinc oxide), oat fibre, salt, barley malt extract, vitamins (niacin, vitamin D, riboflavin, vitamin B6, thiamin, folate).
CONTAINS CEREALS CONTAINING GLUTEN.
MAY CONTAIN TRACES OF PEANUTS AND/OR TREE NUTS.

Nutrition Information

(AVERAGE)

Servings per package: 9

Serving size: 40g (3/4 metric cup†)

	quantity per serving	% daily intake ▲ per serving	per serve with 1/2 cup skim milk	quantity per 100g
ENERGY	610 kJ	7%	800 kJ	1520 kJ
PROTEIN	3.9 g	8%	8.5 g	9.7 g
FAT, TOTAL	1.1 g	2%	1.2 g	2.7 g
- SATURATED	0.2 g	0.8%	0.3 g	0.5 g
CARBOHYDRATE	26.1 g	8%	32.6 g	65.3 g
- SUGARS	5.1 g	6%	11.6 g	12.8 g
DIETARY FIBRE	7.4 g	25%	7.4 g	18.4 g
- SOLUBLE	4.3 g	-	4.3 g	10.8 g
- INSOLUBLE	3.0 g	-	3.0 g	7.6 g
SODIUM	76 mg	3%	132 mg	190 mg

	quantity per serving	% RDI*	quantity per 100g
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VITAMIN C	10.0 mg	25%	11.3 mg 25.0 mg
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IRON	3.0 mg	25%	3.1 mg 7.5 mg

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Ingredients

Whole grains (63%)(wheat, barley), psyllium (11%), sugar, oat bran, white rice, barley malt extract, salt, natural flavour, vitamins (vitamin C, niacin, riboflavin, thiamin, folate), mineral (iron).

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使用簡單

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1. Download FoodSwitch
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2. Scan product
掃描產品條碼



3. Improve your choice
選擇較健康的食物



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