

**Healthier Ingredient Development Scheme (HIDS):
Go-to-Market Scheme (GTMS)
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 introduced the Healthier Ingredient Development Scheme (HIDS) from 1 July 2017, 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 Development Scheme (HIDS)?

HIDS is an initiative by the Health Promotion Board (HPB) to encourage food ingredient suppliers/manufacturers to innovate and develop a wider variety of healthier ingredients, as well as support the industry in promoting the uptake of healthier ingredients in Singapore's food service. HIDS will support healthier cooking oil, wholegrain rice, wholegrain noodles, other wholegrain products, sugar-sweetened beverages, sauces, desserts, sweet spreads and table salt.

HIDS consists of 2 sub-schemes: the Healthier Choice Development Scheme (HDS) and the Go-to-Market Scheme (GTMS).

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

2. What is the Go-to-Market Scheme (GTMS)?

The GTMS is one of the grant schemes under the HIDS, which specifically supports the commercialization, marketing and promotion of healthier ingredients to the food service and/or retail sectors.

The other grant scheme under the HIDS, the Healthier Choice Symbol Development Scheme (HDS) supports the innovation and development of a wider variety of healthier ingredients by food ingredient suppliers/manufacturers.

3. What are the qualifying healthier ingredient products under GTMS?

All ingredient products under the GTMS 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) Wholegrain Rice

- Rice (unpolished)
- Mixed rice

3) Wholegrain Noodles

- Oriental noodles (Dry)
- Oriental noodles (Fresh)
- Pasta

4) Other Wholegrain Products

- Breads/Buns (only food service)
- Pau/Mantou
- Flour
- Wholegrain convenience meals

5) Beverages

- Sweetened drinks

6) Sauces & Seasonings

- Asian sweet sauce
- Asian savoury sauce
- Oyster/vegetarian oyster sauces
- Dark soy sauce
- Soy sauce (Others) and marinades
- Light soy sauce
- Asian recipe mixes
- Tomato/chili sauce
- Other sauces (Western) e.g. BBQ, steak, mustard sauce
- Pasta sauce
- Soup and broth

7) Desserts

GTMS FAQ

- Local and seasonal cakes
- Ice cream (includes sorbet)
- Frozen Yogurt
- Local clear soup desserts
- Local soup/paste desserts (with dairy/cream)
- Jellies
- Pudding
- Cakes & Pastries (incl. muffins, swiss rolls, pound cakes, waffles, tarts, croissants etc.)

8) Sweet Spreads (e.g. kaya, peanut butter, jams)

9) Table Salt

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.

Separate applications should be submitted for each different Qualifying Ingredient Category, but more than one product per ingredient type may be included in a single application of the same Qualifying Ingredient Category. Each product will be assessed independently for eligibility. The applications and committed sales volume of a scheme participant's qualifying products in each type of healthier ingredient (i.e. healthier oil, wholegrain noodle, wholegrain rice, sugar-sweetened beverage, sauce and dessert) should however be combined.

For instance, Supplier A has healthier oil A, healthier oil B, wholegrain noodle C and wholegrain noodle D that have been HCS certified. A single application should be submitted for healthier oil A and B, and sales for the healthier oil category will be based on combined sales volumes of healthier oils A and B. A second application should be submitted for wholegrain noodles C and D together, and sales for the wholegrain noodle category will be based on combined sales volumes of wholegrain noodles C and D.

Each project Qualifying Period lasts for 1 year and can be renewed on a yearly basis.

4. Why does the HIDS currently only support healthier cooking oil, wholegrain rice, wholegrain noodles, other wholegrain products, sugar-sweetened beverage, sauce, desserts, sweet spreads and table salt?

The healthier ingredients supported under HIDS will cover the key ingredients that contribute to the bulk of Singaporean's poor dietary quality – saturated fat from cooking oil, refined carbohydrates from rice and noodles, sugar intake from sugar-sweetened beverage, dessert and sauces and sodium intake from table salt.

With the increased pervasiveness of healthier ingredient 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.

5. Will other ingredients be included under the HIDS Scheme?

At present, HIDS will only cover the key staple ingredients in the Singaporeans' diet – cooking oil and wholegrain staples, as well as sugar-sweetened beverage, sauce, desserts, sweets spreads and table salt which make up a majority of Singaporeans' daily saturated fat, sugar and sodium intake. HPB regularly reviews if other ingredients should be covered in the scheme. New ingredient categories may be included, or existing ingredient categories may be removed depending on the regular review of the Scheme.

6. How will the GTMS benefit consumers?

As more ingredient suppliers come on board the GTMS 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 eat at home or dine out.

7. How will my downstream F&B 'consumers' identify themselves for the inclusion of healthier ingredients in their menu item?

Downstream F&B operators who purchase healthier ingredient from Scheme participants will have HPB decal on their storefront. Consumers can look out for HPB decals to know which food outlets uses healthier ingredients.



8. Who is eligible to apply for the GTMS?

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. For the entire duration of the qualifying period, HPB shall be informed of any change in the sole proprietorship, partner(s) of the partnership or shareholding in the company.
- b) Applicant must manufacture or import healthier products of the above mentioned ingredient categories which meet the Healthier Choice Symbol nutritional technical specifications into the Singapore market-
- c) Applicant must supply healthier ingredients directly or indirectly to qualifying F&B outlets and/or retailers in Singapore.
- d) Applicant must have been in business for at least 3 years.

9. What does the GTMS encompass?

There are two supportable categories under the GTMS, namely: (1) Marketing & Publicity; and (2) Trade Promotion. The Applicant may apply for any one or more of the supportable categories. The maximum grant cap for this scheme is \$300,000.

There is a third category under the GTMS: (3) Ingredient Thematic Promotion, for optional opt-in. The ingredient thematic promotion allows HPB to call on scheme participants to support relevant consumer promotional efforts.

9.1 Marketing and Publicity

The GTMS encourages and supports continuous efforts made by scheme participants to market healthier ingredients to F&B/retail operators in Singapore, so as to increase consumers’ receptivity towards the healthier ingredients. Under this category, Business-to-Business (B2B) Marketing Activities or Business-to-Consumer (B2C) Marketing Activities may be supported, which include, but are not limited to sampling for trade customers, trade fairs, marketing collaterals, non-tactical advertising (e.g. digital, OOH, print, public transport etc.), engagement of marketing/branding

consultancy, brand ambassadors etc. HPB may impose conditions as to what constitute a supportable marketing & publicity activity.

9.2 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 qualifying trade promotions under this supportable category include, but are not limited to, trade promotion discount (max 10% off selling price), bulk purchase rebates (max Buy 10 Get 1 Free) and customer loyalty benefits (e.g drinks dispenser, rice cooker for regular purchase of healthier ingredients). HPB may impose conditions as to what constitute a supportable trade promotions activity.

9.3 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 GTMS 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 GTMS. GTMS scheme participants should follow up closely with the F&B operators after the promotions to increase the likelihood on the adoption of healthier ingredients. This category is on an opt-in basis.

The Qualifying Period for each application is **1 year**, and is renewable every year. Separate applications should be submitted for each different Qualifying Ingredient Category.

10 What is the support quantum that scheme participants will be eligible for?

GTMS 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.

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

11 How do interested applicants apply for the GTMS?

GTMS operates on a Quarterly basis, with Project cycles starting from 1 January, 1 April, 1 July and 1 October of each year. Interested applicants should send HPB a draft application **2.5 months** before the start of the project cycle, and submit their final application no later than **1.5 months** before the start of the project cycle.

To apply for the Scheme, please download the Application Package, which contains details on the application requirements.

Kindly submit completed **softcopy** Application Form and all supporting documents to HPB_HIDS@hpb.gov.sg.

12 What is application process like?



13 How are submitted applications evaluated?

All proposals will be evaluated based on criteria which include, but are not limited to:

- i) 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.

14 How will HPB support scheme participants?

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

- a) Have their downstream F&B outlets endorsed with HPB’s decals;
- b) List on HPB’s website and other publicity platforms. *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) Have opportunity to participate in HPB’s marketing campaigns

15 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.

16 How will the GTMS be monitored?

Scheme participants must submit a Quarterly (every 3 months) Sales and Progress report (in softcopy) to HPB **1 month** after the end of each quarter (i.e. Applicants have to submit reports of sales and activities conducted from 1 Jan – 31 Mar 2020 by 30 Apr 2020).

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/retail 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/retail 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

- The Progress Report should detail the project progress of activities conducted, the status of KPI achievement and any new capabilities developed.

17 How do scheme participants claim for fulfilment of approved activities and targets?

The approved Grant will be disbursed on a reimbursement basis, upon achievement of the key performance indicators (KPIs) as submitted in the relevant proposal(s) and approved by HPB. Scheme participants are allowed to submit for reimbursement on a **6-month** basis (mid year and final year claims). Scheme participants have to engage an external auditor at their own cost to audit the claims before submission to HPB.

The Applicant is required to indicate two types of KPIs in each proposal: (i) Activity KPI(s); and (ii) Outcome KPI(s). For milestones completed in the first **6 months** of the qualifying period, scheme participants will be able to claim up to **64%** of the cost of each approved activity under the Activity KPI(s). The remaining **16%** of the cost of each approved activity under the Activity KPI(s) will be disbursed at the end of the **1 year** qualifying period upon satisfactory fulfilment of the Outcome KPI(s). Costs incurred under the Ingredient Thematic Promotion category will also be included in the submission of claims every **6 months**.

All the following documents (in softcopy) have to be submitted within **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 claim documents.

18 Who to contact for more details?

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