

Healthier Ingredient Development Scheme: Go-to-Market Scheme



Thank you for your interest in the Go-to-Market Scheme. Please read this document carefully before applying. You are advised to be as comprehensive as possible in your application.

We wish you success with your application.

SECTION 1: Background

The Healthier Ingredient Development Scheme (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 noodle, other wholegrain products, sugar-sweetened beverages, sauce, dessert and table salt/salt blends.

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

SECTION 2: Eligibility Criteria

The Applicant must fulfil the following conditions:

- a) 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) Manufacture or import healthier products of the above mentioned ingredient categories which meet the Healthier Choice Symbol nutritional technical specifications.
- c) Supply healthier ingredients directly or indirectly to qualifying F&B outlets and/or retailers in Singapore.
- d) Have been in business for at least 3 years.

SECTION 3: Supportable items under GTMS

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.

Each scheme participant must complete the approved project by the end of the one (1) year qualifying period. Scheme participants must submit quarterly progress and sales reports (every 3 months) to provide updates on the activities conducted through the project year.

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.

3.1 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.

3.2 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.

3.3 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.

3.4 Evaluation of proposals

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.

3.5 Qualifying criteria

3.5.1 Qualifying products

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 (for sale only in 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 (for sale only in food service)
 - Pau/Mantou
 - Flour
 - Wholegrain convenience meals
- 5) Beverages
 - Sweetened Drinks
- 6) Sauces
 - 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/ Sugary Foods
 - 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 beverages, 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, and sales for the wholegrain noodle category will be based on combined sales volumes of wholegrain noodles C and D.

3.5.2 Qualifying F&B/Retail Outlets

F&B/Retail outlets which the scheme participant supplies the healthier ingredients to must meet all the following criteria in order for the F&B/retail outlet to be classified as a qualifying outlet:

- i. Has a **permanent Singapore commercial address** which is **accessible to general public** (home addresses for example, are not allowed);
- ii. Supported healthier ingredient product(s) must be used at the F&B premises itself; and
- iii. Is physically located within Singapore main island, unless otherwise approved by HPB in writing.
- iv. The Qualifying Product(s) should be sold via the following Qualifying Sales Channel(s) only:
 - a) for Qualifying Product(s) made of healthier oil:
 - Indirect sales to qualifying F&B outlets¹ that meet HPB's F&B outlet criteria via distributors with sales to such F&B outlets; and/or
 - Direct sales to qualifying F&B outlets that meet HPB's F&B outlet criteria; and
 - b) for Qualifying Product(s) made of wholegrain rice, wholegrain noodles, sauces, sugar-sweetened beverages and/or desserts:
 - Indirect sales to qualifying F&B outlets that meet HPB's F&B outlet criteria via distributors with sales to such F&B outlets;
 - Direct sales to qualifying F&B outlets that meet HPB's F&B outlet criteria; and/or
 - Direct sales to supermarkets or retailers

HPB's decision on the eligibility of an F&B outlet being included for the assessment of the bonus incentive is final and conclusive and no appeals will be entertained.

SECTION 4: Funding Quantum

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** for the two (2) supportable categories. Scheme participants have the flexibility to distribute the \$300,000 across the two supportable categories. Scheme participants do not have to apply for all Supportable Categories.

¹ Qualifying F&B outlets for grant support include hawkers/ coffee shops/ eating houses/ food courts/ canteens/ restaurants / caterers / central kitchens / restaurants / quick-service restaurants / fast foods / café / kiosk / specialty shop in Singapore. These F&B outlets will be verified by HPB's inspectors (exact addresses must be provided).

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

SECTION 5: Unsupportable items under GTMS

Funding will not be extended to:

- a) Activities and sales of qualifying healthier ingredient product(s) conducted outside the one (1) year qualifying period of the grant
- b) Activities that will bring HPB to disrepute
- c) Direct or indirect sale, distribution or export of qualifying healthier ingredient product(s) to persons or entities outside of Singapore
- d) Sale of qualifying healthier ingredient product(s), directly or indirectly, by the Organisation to its related companies (as defined in the Companies Act (Cap. 50))
- e) Project activities and ingredients receiving other sources of government funding either directly or indirectly by the parent company, subsidiary or associate company of the Organisation
- f) Any GST, taxes or levies payable to the competent authorities (with the exception of claims under Ingredient Thematic Promotion Category which is on behalf of and under the directions of HPB)
- g) Any late payment charges incurred by the grant applicant
- h) Any other unsupportable items as determined by HPB in its sole discretion

SECTION 6: Support from HPB

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 scheme participants do not wish to have their and/or distributors' contact details published on HPB's web portal, please inform HPB; and
- c) Have opportunity to participate in HPB's marketing campaigns.

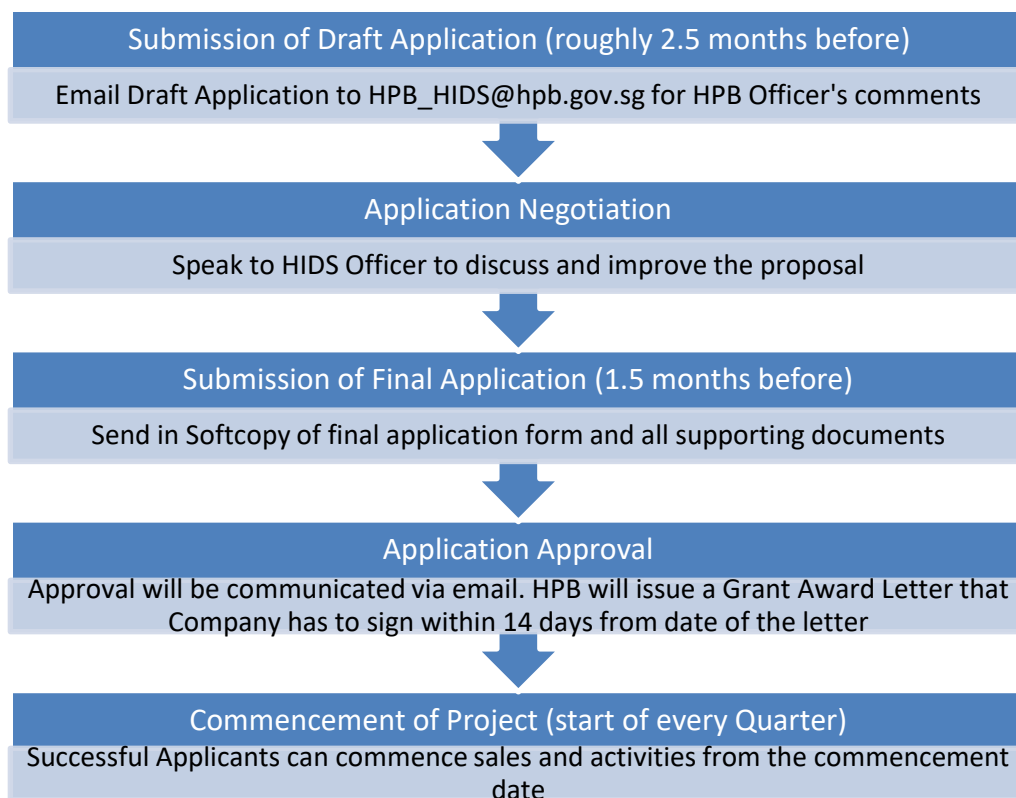
SECTION 7: Application

Application for each type of healthier ingredient (i.e. healthier oil, wholegrain noodle, wholegrain rice, other wholegrain products, sugar-sweetened beverages, sauce, dessert and table salt/salt blends) must be a **separate submission**. For instance, if Applicant is applying for healthier oil and wholegrain rice ingredients, it is required to fill up two (2) separate application documents.

Please download the Application Form and other necessary templates. Take note that all applications must be typewritten and incomplete application (e.g. missing supporting documents, incomplete information etc.) will not be processed and will be rejected.

Kindly submit **softcopy (Microsoft format and not PDF)** of the completed Application Form, proposal and relevant supporting documents. Please email the softcopy to HPB_HIDS@hpb.gov.sg

7.1 Application process



SECTION 8: Monitoring of Scheme

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 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.

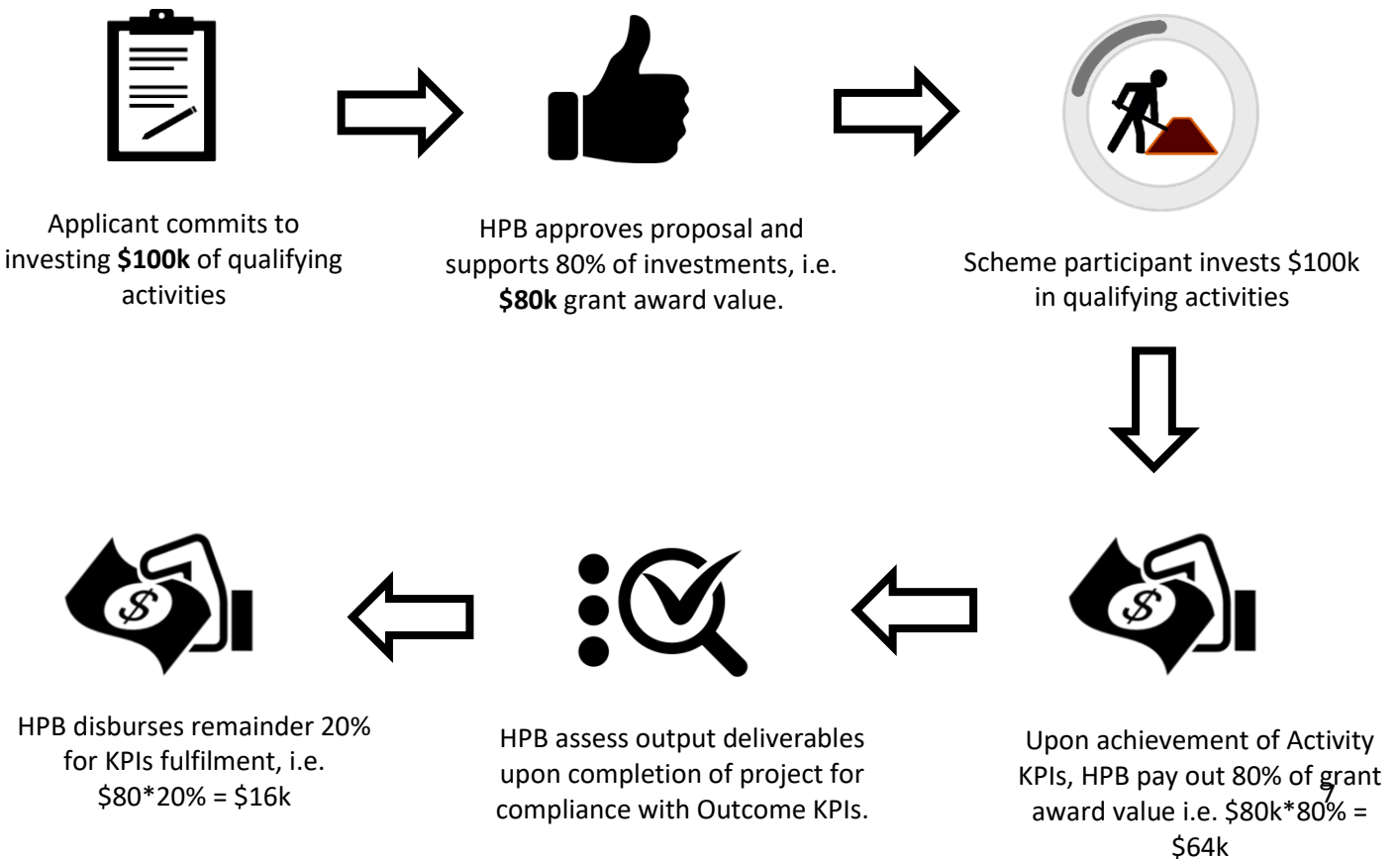
2. Quarterly Progress Report of Project Progress

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

SECTION 9: Grant Disbursement

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. 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**. Please note that the GTMS is taxable and hence ineligible for tax exemption. Scheme participants are required to check with the tax authority on any taxation issues pertaining to the grant received. For the avoidance of doubt, the award of the grant does not absolve the scheme participants from compliance with any requirements of the tax laws and regulations in Singapore which are applicable to the scheme participants.

Example:



HPB will process the reimbursement claim upon receipt of the documents mentioned below. All the following documents (in softcopy) have to be submitted within **2 months** from the end of the claim cycle.

- a) All Quarterly Sales and Progress Reports, including Distributor Reports
- b) Special Purpose Audit Report by External Auditor;
- c) HPB's prescribed claim form;
- d) Statement of claims showing a summary of all the cost items that the scheme participant is claiming for; and
- e) Any other documents required by HPB

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 LLPs². 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**.

The independent certified public accountant firm engaged by the Company to conduct the claims audit should be changed out (i.e. engage a different firm) at least once every 5 years.

HPB will disburse the claim within **3 months** upon receipt of full and error-free set of claim documents. In the event that irregularities are found in any of the submitted documents, HPB reserves the right to seek explanation from scheme participants. It is the scheme participants' responsibility to ensure that all information, including the information of current downstream distribution network (i.e. list of F&B outlets receiving the healthier ingredient products) provided is accurate and true. Failure to cooperate or to provide reasonable explanation may result in the claim being rejected by HPB and/or the subsequent suspensions of claims related to the scheme participants' customer(s) in question. Any request for changes to the project should reach HPB in writing no later than two (2) months before the end of the qualifying period. HPB reserves the right to approve or reject the Organisation's request for changes at its sole discretion, and the Organisation may only proceed upon obtaining HPB's written approval.

HPB may withhold its approval of the reimbursement claim, if HPB requires further clarification or explanation from the scheme participant with regard to the information furnished in the supporting documents or if HPB, in its sole discretion, deems the supporting documents to be inadequate and/or inaccurate and/or unsatisfactory and/or if the supporting documents are not submitted within the stipulated time. Failure to cooperate or to provide reasonable explanation may result in the claims being rejected by HPB and/or the subsequent suspensions of claims (partial or in full) and/or termination of the Grant.

The approved claim amount will be credited to the bank account as provided by the Organisation upon HPB's approval of the reimbursement claim.

HPB reserves the right to use information provided by the scheme participants for its marketing, publicity and campaign purposes and to verify the scheme participants' compliance with the terms and conditions and guidelines of the Scheme.

² Please refer to the Accountants Act (Chapter 2) for definition of public accountant and public accounting corporation, accounting firm or accounting LLPs.

SECTION 10: Further information

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