

~ Group Discussion Meeting ~

The Consumer Liaison Group (CLG) convened its meeting in the afternoon of 28 May 2011 (Saturday) at the meeting room of Queen Elizabeth Stadium to consult members' on three aspects of the work of the Centre for Food Safety (CFS). The main points of the discussion were as follows:

Make Better Choices, Use Nutrition Labels – Live it Use it Nutrition Labelling Publicity Campaign from May to July 2011

The CFS encourages the public to use nutrition labels to choose suitable types and amount of food based on their own nutrition needs and preferences. We have launched the three-step guide to use nutrition labels - **Read nutrition labels - Know how much I eat - Make better choices**. There were demonstrations of the forthcoming iPhone app in the meeting. Members' views and discussion were summarised below:

- ✧ **Pros and cons of using “Per Serving” to show nutrient values:** Currently, nutrient values on the nutrition labels can be presented in three ways: “per 100g” enables consumers to compare nutrient values of different products, whereas “per serving” and “per package” show nutrient values of food consumed per eating occasion and in one go respectively to better enable consumers to make combinations according to their needs.
- ✧ **Is it permitted for some prepackaged food not carrying nutrition labels:** Under the current Regulation, some prepackaged food products are exempt from nutrition labelling, such as prepackaged raw meat without any other ingredients added. To facilitate the introduction of new products, Small Volume Exemption Scheme is implemented under the Regulation. Approved products will specify their exemption status on the packages so that consumers can make their choices based on their level of acceptance.
- ✧ **Is it feasible to embed nutrient data in the iPhone app:** This app allows users to save nutrient information of prepackaged food according to their own needs. However, with the springing up of various new products by the trade, it becomes difficult to provide up-to-date embedded information. We are now exploring the feasibility of sharing database among users and extending it to other mobile platforms.

Implementation of Food Safety Charter among Food Traders – Consumers' Views

Mr Nicky HO, Scientific Officer (SO), introduced the Food Safety Charter (Charter) which invites food trade to provide quality services well-grounded on food safety to the public and tourists. As we are planning to promote the Charter to the public, we consulted members' on the Charter.

- ✧ **The differences between Signatories and other food premises:** In addition to observing the licensing conditions, the CFS also encourages the signatories to actively promote food safety by implementing risk management measures based on the principles of

Hazard Analysis Critical Control Point (HACCP) for ensuring food safety. Certificates and stickers will be provided to them for display in the food premises.

- ✧ **Relationship between the Charter and food safety:** Signatories promise to keep abreast of the development of food safety. Other than providing the latest food safety information to the signatories via Newsletter regularly, the CFS also holds gatherings with them and organises food safety workshops for their staff. In addition to the signatories, the CFS also produces various types of training materials for all local food premises from time to time.

Food Alert - Message Dissemination and Its Effectiveness

Ms Michelle CHAN, SO, explained in details the content and release mode of food alert.

- ✧ **How to make use of Food Alert:** When there is a food incident of local implication, the CFS will release precise information and give advice on actions as quickly as possible by means of food alert. Members will receive email from the CFS (fseids@fehd.gov.hk) with food alert and the nature of the affected food products as the heading. Members should take appropriate actions according to the content of the message to protect their health.
- ✧ **How to obtain more information on food incident:** CFS also provides timely and more comprehensive information to consumers through dedicated webpages, publications and mobile website, etc. Members can also invite your family members and friends to subscribe the [E-news](#) to keep them informed of the CFS new moves.

~ Food Safety Day 2011 cum CLG Tea Gathering ~

Food Safety Day 2011 cum “Live it, Use it” Nutrition Labelling Promotion Award Scheme Award Presentation Ceremony was successfully held in the afternoon of 8 July 2011 at Rayson Huang Theatre, The University of Hong Kong. CLG members and their friends and relatives were invited to the Ceremony for recognising and sharing their accomplishments together. Highlights have been uploaded onto the CFS [website](#).

CLG tea gathering was held at the noon of the same day. To echo with the theme of the activity, we focused on the use of nutrition labelling among the members. We first started with their shopping practice and the use of food labels. The members reported that they would pay more attention to the price, expiry date and nutrition labels. Sodium, sugars, trans fat and energy were information of their concern. A demonstration was conducted to illustrate how to make use of the three-step guide to read the nutrition label of a boxed drink. Regarding the three-step guide to use nutrition labels, the members found it easy to understand. But some felt that it was not easy to estimate nutrient intake during shopping. In fact, our current campaign encourages the public to use the three-step guide at all times, such as during shopping and when eating prepackaged food at home or in the office.