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香港零售管理協會

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Food and Environmental Hygiene Department
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66 Queensway, Hong Kong

(By fax 2536 9731 and mail)

Dear Dr. Chan,

Feedback on the Nutrition Labelling ("NL") Market Survey

In response to the enquiry from Dr. Philip Ho, Consultant, Community Medicine, Risk Assessment and Communication of the Food and Environmental Hygiene Department ("FEHD") on the market survey by MVA Hong Kong Ltd, we would like to suggest the following objectives and methodology:

(A) Objectives:

- (a) Estimate the total number of pre-packaged food products in Hong Kong before and after the enactment of the NL regulation;
- (b) Assess the impact of the NL regulation on product range for different types of stores; and
- (c) Estimate the total number of products that are eligible for the Small Volume Exemption ("SVE") and estimate how many SVE products will have nutrition claims.

(B) Methodology:

- (1) In order to achieve (a) and (c) above, the FEHD will need to seek assistance from the Hong Kong Retail Management Association

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("HKRMA") for the supermarket category and the Association of Green Organic at Living ("GO@L") for the specialty category in requesting their member retailers for providing information on the items they are selling, split into high volume, small volume without nutrition claim and small volume with nutrition claim. For ethnic food category, the FEHD needs to work it out how to approach them. It is also suggested the FEHD to provide a template for the retailers to fill in. Upon receipt of the completed templates, the FEHD will need to work out the total number of pre-packaged food to be studied by eliminating the overlapping items.

- (2) The FEHD can take a certain percentage of random samples from the supermarket category, specialty food stores category and ethnic food stores, when (1) is done, to estimate and cross-check the number of pre-packaged food products sold in Hong Kong.

This exercise will need to be repeated next year and will enable the FEHD to achieve the objectives.

We hope the above suggestions are agreeable to you and can facilitate your market survey. We look forward to your reply.

Yours sincerely,

Peter Johnston
Chairman of Taskforce on Nutrition Labelling Scheme
Hong Kong Retail Management Association

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