



For Immediate Release

Over 120,000 consumers demand to keep healthier products on shelves

*76% of surveyed consumers want the small volume exemption
to be extended to products that make nutrition claims*

(4 May 2008, Hong Kong) Over 120,000 consumers in Hong Kong have already signed a petition which calls for the exemption of pre-packaged food products that sell less than 30,000 units per year to include products that make nutrition claims, thereby helping to keep up to 15,000 healthier products on shelves.

The Hong Kong Retail Management Association (“HKRMA”) launched a petition campaign in more than 500 supermarkets across Hong Kong on 25 April 2008 calling on the public to support the exemption of small volume products with nutrition claims, as the Government’s proposed nutrition labelling scheme would force out healthier food products that make nutrition claims, such as “low fat”, “low sugar”, “transfat-free” and “cholesterol-free”.

The public response to the petition has been overwhelming, and over 120,000 signatures have been collected so far. The final result of the petition will be submitted to the Government and the Legislative Council next week.

The HKRMA also commissioned a survey conducted at Hong Kong’s supermarkets, namely Great, Taste, ThreeSixty and City’ Super from 25 to 27 April 2008. The survey found that 76% of consumers agree that small volume products with claims should be exempt from the nutrition labelling scheme.

A total of 84% of consumers agree that food retailers should be allowed to continue selling small volume products with nutrition claims that are permitted in their country of origin.



HONG KONG
RETAIL MANAGEMENT
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香港零售管理協會

“We think that the results of the petition and the survey have made it very clear that consumers in Hong Kong want to have continued access to healthier food products, which can be maintained if the Government adopts a few slight amendments to the nutrition labelling scheme as we proposed,” said Mr Thomas Woo of the HKRMA.

The HKRMA urges the Government to take into consideration the public’s demand for the extension of the small volume exemption to products that make nutrition claims, and to permit nutrition claims that are not on Hong Kong’s unique list of allowable claims, provided that they are true, not misleading and scientifically substantiated. The amendments would help keep up to 15,000 healthier and more nutritious products on shelves.

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