



FOOD FOR HEALTHY AGING

INNOVATION ACCELERATION PROGRAM 2023

Co-organised By:



Supporting Partner:



Synopsis

The **Food For Healthy Aging Innovation Acceleration Program** is designed to provide support to traditional local food enterprises in reformulating existing products and develop more senior-friendly food options to cater to the aging population and address the needs on the limited choices in Singapore and Southeast Asia. The program also seeks to ensure that the products created are commercially viable, healthy, nutritious and delicious, in line with the Healthier Choice Symbol (HCS) Nutrition Guidelines by the Health Promotion Board (HPB).



In the Asia Pacific region, the silver economy market is projected to be worth US\$4.6 trillion (S\$6.2 trillion) by 2025, catering to 600 million seniors.



Singapore was ranked as the country with the biggest silver economy potential in terms of the capacity of the ageing population to spend, or be supported by their children.



Singapore government has launched initiatives to promote healthy aging and has identified the silver market as a key growth area for businesses.

Program Phases

The acceleration program will span across 5 months in 3 phases.

Phase 1

Training and Networking Session

- Training session will be conducted to introduce participating companies on suitable ingredients, nutrition and health aspect on senior-friendly products development.
- Participating companies will be provided with opportunity to network with solution providers such as ingredients companies, agencies, etc.

Phase 2

Mentorship and Development by FIRC

- Participating companies will embark on the journey with Food Innovation Resource Centre (FIRC) staff in the product development to reformulate their existing product.

Phase 3

Pitch Day

- Participating companies will do a product pitching and showcase their product to industry players such as retailers and healthcare institutions which are potential channels to market.

Post Program Support

- Participating companies can get funding support to commercialize and market the product via HPB's Go-to-Market Scheme (GTMS) or EnterpriseSG's Enterprise Development Grant (EDG).

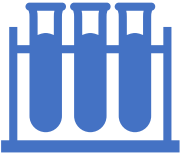
Benefits for Participating Companies



Participating companies will get a report consisting of the formulation and process parameters based on the final prototype produced during the program.



Participating companies will have the chance to showcase their product to industry players such as retailers and healthcare institutions as potential channels to market.



FIRC will send out the prototypes to external accredited laboratory to determine its nutritional values. Cost of the lab test shall be borne by the client. However, we will fund the selected nutritional analyses capped at \$1,500 per participating company (including prevailing GST).

For microbiological or other tests (if required), the laboratory will bill directly to the participating company.

For reformulated products that qualify for Healthier Choice Symbol (HCS)

Companies can apply for HCS certification for the reformulated product that meets the [HCS criteria](#). Upon HCS certification, companies will be eligible to apply for Health Promotion Board (HPB)'s [Go-to-Market Scheme \(GTMS\)](#).

OR

For reformulated products that do not qualify for Healthier Choice Symbol (HCS)

Participating companies will be considered for support under [Enterprise Development Grant \(EDG\)](#) (Marketing & Branding) at product-level (up to 50% support).



Criteria for Participating Companies

- Participating company with manufacturing activities within Singapore (companies without manufacturing activities based in SG will be considered but subjected to further assessment).
- Local access to the ingredients required for the reformulation.
- Existing product to be reformulated falls under one of the following food categories:
 - Beverages
 - Condiments (e.g. preserved vegetables)
 - Desserts
 - RTE sauce / soup / porridge / meat products (single component compared to a meal which may consist of rice, dishes, vegetables, meat, etc.)
 - Sauces & Seasonings
 - Snacks (crisps / chips and savoury biscuits)
 - Sweet Spreads
 - Wholegrain Noodles (Wheat-based noodles)
 - Other Whole Grain Products (e.g. plain breads, plain buns with no fillings)

- Reformulating existing product to meet HCS criteria such as:
 - Lower in Sodium / No Added Sodium
 - Lower in Sugar / No Added Sugar / Sugar Free
 - Lower in Saturated Fat
 - Higher in Calcium
 - Higher in Wholegrains

OR

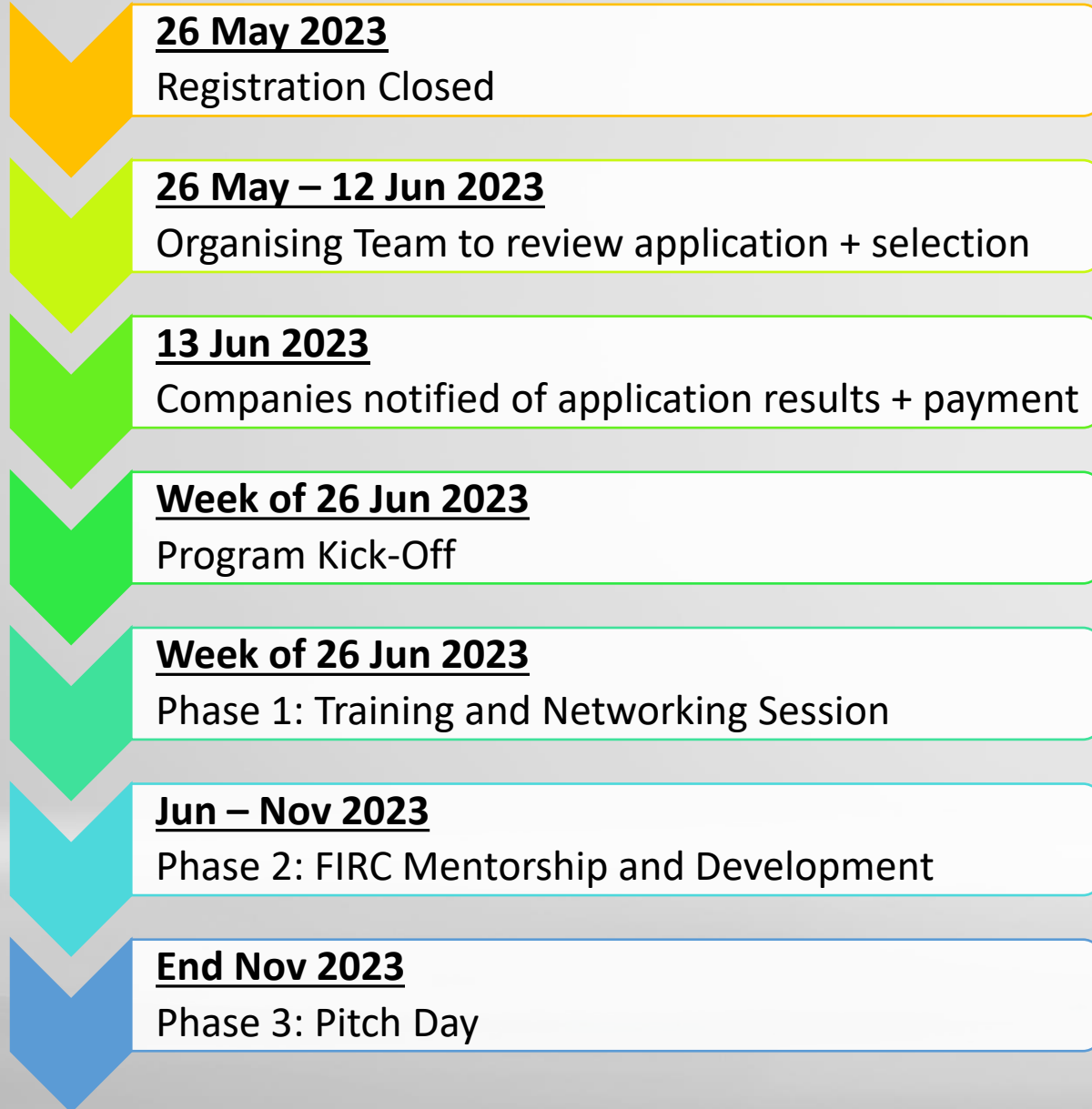
- Reformulating existing product to meet Nutrient Claims for the followings:
 - Energy
 - Protein
 - Carbohydrate
 - Sugar
 - Dietary Fibre
 - Total Fat
 - Fatty acids
 - Cholesterol
 - Sodium / Salt
 - Vitamins / Minerals
 - Wholegrains

Participating Company's Commitments

- Assign at least 1 staff (representative) to be the main point of contact and attend all project phases. *(This person should be someone involved in the company's product R&D and can make decisions on the product development.)*
- Participating company is expected to work closely with FIRC throughout the whole program.
- Provide ingredients required for production of the existing product to FIRC.
- Provide packaging material for the product to FIRC.
- The participating company is highly recommended to provide the core ingredients to meet the nutritional claims of the reformulated product for exclusivity.
- Pursue commercialization of reformulated product after the program.
- **Participation Fee:**
 - **\$3,500** (SFMA member)
 - **\$3,700** (Non-member)

Payment must be made before start of the program.

Program Timeline



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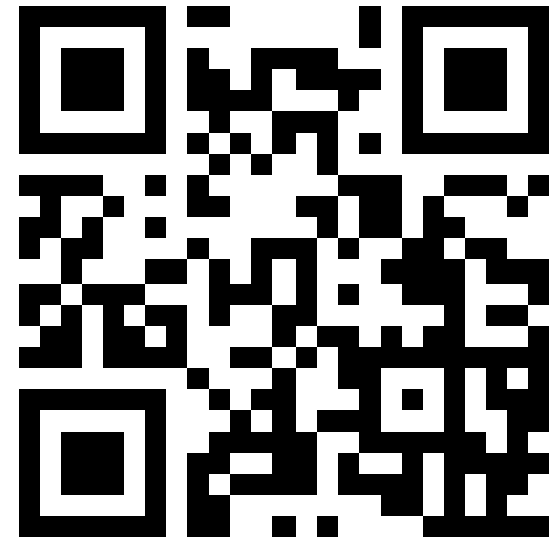
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Scan QR Code to sign up



Or sign up via the following link:

<https://forms.gle/3iQCKX8KNwyToAYx8>