

**CONTROLLING OFFICER'S REPLY TO  
INITIAL WRITTEN QUESTION**

**FHB(FE)118**

Question Serial No.

2289

Head: 49 Food and Environmental Hygiene Department

Subhead (No. & title): 000 Operating Expenses

Programme: (4) Public Education and Community Involvement

Controlling Officer: Director of Food and Environmental Hygiene

Director of Bureau: Secretary for Food and Health

Question:

In 2008-09, health promotional activities on nutrition labelling will be strengthened. Please advise on the planned promotion projects, manpower and estimated expenditure involved. Will the promotion projects include enhancing public understanding of various formats of nutrition labels and assisting consumers in calculating the nutrition content of food products based on the labels where necessary? If yes, what is the manpower and estimated expenditure involved?

Asked by: Hon. LEONG Kah-kit, Alan

Reply:

In 2008-09, the efforts for promoting nutrition labelling will be concentrated on developing educational materials and building alliance with education partners, with train-the-trainer workshops organized for the education partners. The educational materials and activities aim to facilitate consumers in better understanding the information on nutrition labels, including the conversion of nutrients expressed in different units. We will prepare guidelines on nutrition labelling for the trade and organize workshops to help them comply with the guidelines. The promotional work is undertaken by existing staff and the expenditure cannot be separately identified.

Signature \_\_\_\_\_

Name in block letters \_\_\_\_\_

W H CHEUK

Post Title \_\_\_\_\_

Director of  
Food and Environmental Hygiene

Date \_\_\_\_\_

25.3.2008