



The Secretariat Office of
Thai National Food Committee



Mahidol University



Guidelines for applying the "Healthier Choice" nutritional logo



www.healthierlogo.com

Introduction

Nowadays, many countries worldwide are campaigning against overweight obesity and non-communicable diseases (NCDs), including diabetes, high blood pressure, and coronary heart diseases, etc. These diseases are threatening the lives of Thai people, their families, as well as the country's economy. Each year, the government has spent sizeable budget for treating patients of these diseases.

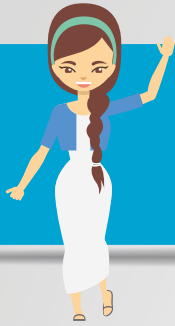
Unhealthy consumption behaviors, such as overconsumption of food with excessive contents of sugar, sodium, and/or fat are the fundamental factors that cause the NCDs. Nutrition facts labelling on food package assists consumers to know how much nutrients they are receiving from a particular food product. However, many consumers are still unaware of this information or just simply ignore it.

The National Food Committee and the networks have realized about this problem and are trying to raise public awareness through the use of simplified nutrition labelling or so called "Healthier Choice" nutritional logo. Also, the national food committee and the networks aims to educate consumers on food products that can reduce risk of NCDs. Moreover, food producers are encouraged to introduce healthier food products as choices for consumers, which allows consumers to be able to access to healthier food varieties in the markets.



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Why do we need the "Healthier Choice" nutritional logo?

The National Food Consumption Survey indicated that Thai people today consume food products that contain excessive amounts of sugar and/or sodium which lead to an increase risk of the [NCDs \(Non-Communicable disease\)](#). Early signs of these diseases simply begin with big belly, high blood pressure, and high blood cholesterol, which can consequently develop into diabetes, arterosclerosis, stroke and kidney failure. One of the main factors contributing to these problems is lacking of consumer's awareness toward the negative impact of food products.



The "Healthier Choice" nutritional logo has been developed based on nutritional facts of each food product, however indicating as a simple and easily noticeable logo of a particular food product. It is aimed to create consumers' awareness on nutrition qualities of their foods products.



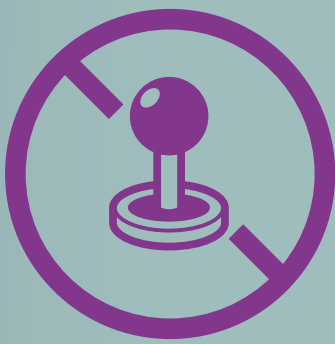
Definition of the "Healthier Choice" nutritional Logo

"Healthier Choice" nutritional logo is a logo that helps consumers to determine which food product they should buy regarding to nutrition and health concern. It is aimed to provide factual information for the consumers to make an informed decision for their buying.

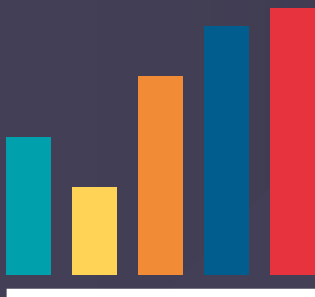


Display of the "Healthier Choice" nutritional logo on food products is in compliance with the Ministry of Public Health's Notification No.373 (2016) on the Display of Nutritional Logo on Food label as announced in the Royal Gazette on February 25, 2016.





Use of "**Healthier Choice**" nutritional logo is voluntary. However, the product must meet the criteria for the food group which contribute to a reduced risk of NCDs caused by the consumption of such food.



"**Healthier Choice**" nutritional logo is not for product advertisement or health claim but it is the symbol that identifies the food product of the same category which has a better nutrient profile.



Logo profile and Meaning of the "Healthier Choice" Nutritional Logo

The logo is displayed in a round circle with two overlapping leaves in the middle of the circle. The "Healthier Choice" text appears right below the leaves inside the circle and name of food category laid above the leaves.

The logo can be displayed in two schemes:
(1) Multi chrome, and (2) Monochrome.

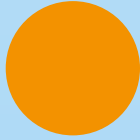
1

Multi chrome



The logo shall be displayed as a blue-rim circle with two overlapping leaves in the middle. A dark green small circle is placed center above the leaves with an orange arc and the "Healthier Choice" text in blue right below.

The logo conveys the meaning of brightness, happiness, and healthy future, which are represented by three colors



orange (harmony, unity)



green (natural food colors)



blue (brightness, liveliness)

2

Monochrome



The logo can also be displayed in one color (monochrome). Recommended choices for the rim colors are black, navy blue, and white; **however, the background color and the logo must be in high contrast in order to increase the visibility of the logo.**

A food category must appear above the orange are nutritional logo to inform the consumers to compare only the products of the same category.



Application and benefits of the "Healthier Choice" nutritional logo

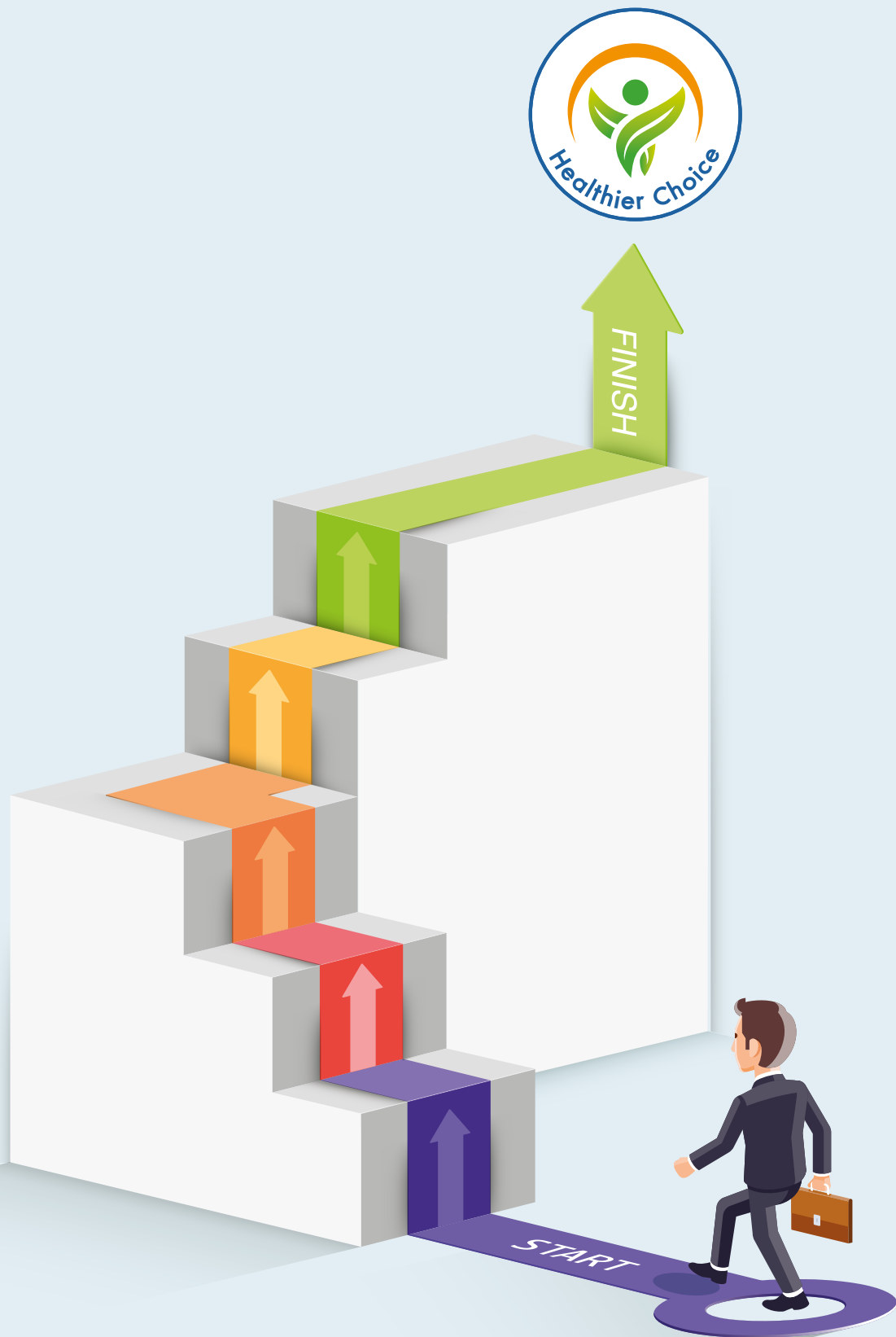
Food producers who wish to use the **"Healthier Choice"** nutritional logo on their products must have the result of nutrient analysis that meet the nutrition criteria of such food category. Upon meeting the criteria, the producers must submit all necessary documents to the **"Healthier Choice Nutritional Logo Certifying Unit"** at the Nutrition Promotion Foundation under the Royal Patronage of HRH Princess Maha Chakri Sirindhorn. For more details, please visit the website www.healthierlogo.com or call 0 2800 2380 ext.163.



Benefits of Using the "Healthier Choice" Logo

- Improve image of the company as a responsible business operator who cares about health of Thai people
- Educate consumers on healthy diets.
- May reduce production costs

Procedures for registration of the "Healthier Choice" logo





Registration procedures for using the "Healthier Choice" logo

the applicants must have the result of nutrient analysis of their product (the result is valid for five years)



01

Download the application form from the website www.healthierlogo.com and prepare relevant documents



02

submit all documents via email info.thaihealthier@gmail.com or by postal mail to the Nutrition Promotion Foundation 25/25, Institute of Nutrition, Mahidol University, Phutthamonthon Sai 4, Salaya, Phutthamonthon, Nakhon Pathom 73170. Walk-in submission is also accepted.



03

URGENT

FREE
of charge

The Healthier Choice Nutritional Logo Certifying Unit will verify the documents . The results will be notified to applicant within 10 working days. Applicants who meet all the requirements will receive a package from the unit by postal mail within 10 working days after the application package with correct documentations was sent to the certifying unit. A fee waiver will be given to applicants who submit their applications.

05



04



After the waiving date, transfer the 10,000 Baht fee/product to the Account

“รับรองขึ้นทะเบียนสัญลักษณ์โภชนาการอย่างง่าย”, A/C Number 316-404421-1,

Siam Commercial Bank (Salaya Branch).

The applicant must also send a copy of the transfer document to the email: info.thaihealthier@gmail.com



Required documentation



1. An application form can be downloaded from the website www.healthierlogo.com
2. Nutrient Analysis of the food product must be performed at certified laboratories as listed on the website www.healthierlogo.com. Lab result is valid for 5 years
3. Product label (both front and back)
4. Food record/Food declaration form (Sor Bor.5, Sor Bor.7) or Certification of food recipe (Orr.18) form



Criteria for acquiring the “Healthier Choice” logo

The “Healthier Choice” criteria used for each food category are established in accordance with the technical guidance of the sub-committee on the development and promotion of a simplified nutrition labelling. Afterward, the guidance must be approved by the National Strategic Steering Committee on linkage food, nutrition for better quality of life, under the National Food Committee and conform with the Public Health Ministry Notification on food labelling.

However, the “Healthier choice” logo cannot be issued to the products for specific consumer groups or specific purposes as follows.

- Infant formula
- Special-purpose food
- Dietary supplements
- Alcoholic beverages
- Beverages added with synthetic caffeine
- Medical food
- Mineral beverages
- Drinking water, ice, and natural mineral water

Presently, the following food categories are eligible for applying the “Healthier Choice” nutritional logo

1. Meal



2. Beverage



3. Seasoning sauce



4. Dairy product



5. Instant food



6. Snack



7. Ice cream



8. Fat and Oil



Note: Please see more information about the use and eligibility in the Ministry of Public Health Notification No.373 (2016), or on the website www.healthierlogo.com



Nutrient Criteria for Ready-to-eat meal



Ready-to-eat meal includes food that is consumed as a main dish of complete nutrients especially calories, carbohydrate, protein, and fat. Ready-to-eat meal in both frozen and chilled forms usually provides 250-500 kcal per serving. Examples of meals are Khao Pad (Thai fried rice), Khao Krapao Khaidao (Rice with fried chicken with basil leaves topped with a fried egg), Spaghetti Khi Mao (Spicy stir-fried spaghetti), etc. In future, this category will also cover ready-to-eat single-dish-type meals which are served in restaurants. The nutrient criteria for this food category include desirable nutrients and limited nutrients that potentially increase the risk of NCDs.

Accordingly, the nutrients used as the criteria are :

01 >> Total Fat

02 >> Saturated Fat

03 >> Protein

04 >> Fiber

05 >> Total Sugar

06 >> Sodium

07 >> Calcium

08 >> Iron

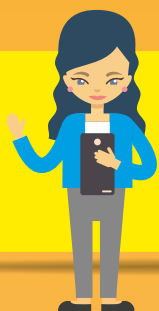
Scores of nutrients per 100 kcal

Type of Nutrient	Unit	Score					
		0	1	2	3	4	5
Protein	g	<0.50, >25*	0.50-1.00	1.01-1.50	1.51-2.00	2.01-2.50	>2.50, ≤25*
Calcium	mg	<8, >750*	8-16	17-24	25-32	33-40	>40, ≤750*
Iron	mg	<0.14, >11.25*	0.14-0.28	0.29-0.42	0.43-0.56	0.57-0.70	>0.7, ≤11.25*
Fiber	g	<0.25	0.25-0.50	0.51-0.75	0.76-1.00	1.01-1.25	>1.25
Total Fat	g	>3.25	2.94-3.25	2.62-2.93	2.30-2.61	1.98-2.29	≤1.97
Saturated Fat	g	>1.00	0.96-1.00	0.91-0.95	0.86-0.90	0.81-0.85	≤0.80
Total Sugar	g	>1.25	1.01-1.25	0.76-1.00	0.51-0.75	0.25-0.50	<0.25
Sodium							
1 st period	mg	<75, >175	156-175	136-155	116-135	96-115	75-95
2 nd period	mg	<75, >150	136-150	121-135	106-120	91-105	75-90
3 rd period	mg	<75, >125	116-125	106-115	96-105	86-95	75-85

*Amount per one serving

Qualified food products in this category must meet the following criteria:

1. Having energy between 250-500 kilocalories per serving.
2. Fat, saturated fat, sugar, and sodium score must be higher than 0.
3. Total scores must be 20 or more out of 40.



Nutrient Criteria for the Beverage



Beverage products contain sugar as the main ingredient, and yet some beverages also contain high fat content. Therefore, a beverage that seeks the “Healthier Choice” nutritional logo are required to monitor both sugar and fat contents regarding to the established criteria. Examples of beverages in this category are vegetable and fruit juices, soy milk, cereal drink, soft drink and flavored drink, ready to drink tea, ready to drink coffee, chocolate or cocoa or malt drinks.

Category	Serving Size \leq 300 ml	Serving Size $>$ 300 ml
Beverages Fruit juice & Vegetable juice Cereal drink Soy milk Soft drink and Flavor drink	Total sugar \leq 6 g/100 ml	Total Sugar \leq 18 g
Chocolate, Cocoa, Malt drink	Total Sugar \leq 6 g/100 ml Total Fat \leq 1 g/100 ml	Total Sugar \leq 18 g Total Fat \leq 3 g
Instant tea	Total Sugar \leq 6 g/100 ml Total Fat \leq 0.6 g/100 ml	Total Sugar \leq 18 g Total Fat \leq 1.8 g
Instant Coffee	Total Sugar \leq 6 g/100 ml Total fat \leq 1 g/100 ml	Total Sugar \leq 18 g Total Fat \leq 3 g

Note: A reference consumption amount for this category is 200 milliliters

- 300 milliliters is 150% of a reference consumption amount of the beverage category.
- In case the package is larger than one reference consumption unit, an instruction must be clearly provided for consumers regarding the number of serving



Nutrient Criteria for Seasoning sauce



Food products under this category usually contain high sodium content. Therefore, the primary criterion is reduction of sodium by 30 percent from the average sodium content normally found in such food products.

Category	Criteria
Fish sauce	Sodium \leq 6,000 mg/100 ml
Soy sauce	Sodium \leq 5,000 mg/100 ml





Nutrient Criteria for Dairy product



Sugar and fat contents are the nutrients used as the criteria.

Category	Serving Size \leq 300 ml	Serving Size $>$ 300 ml
Plain milk	No Added Sugar Total Fat 1 st period : \leq 4 g/100 ml 2 nd period : \leq 3.5 g/100 ml	No Added Sugar Total Fat 1 st period : \leq 12.0 g 2 nd period : \leq 10.5 g
Flavored Milk Milk Product	Total Sugar \leq 8 g/100 ml Total Fat \leq 3.5 g/100 ml	Total Sugar \leq 24 g Total Fat \leq 10.5 g

Notes :

- 300 milliliters is 150% of one reference consumption unit of the milk and ready-to-drink milk products;
- Phasing periods for fat in cow milk, other animal milk and powder milk after reconstitution:
Phase 1 • 2016-2019
Phase 2 • 2020-2022



Category	Serving Size \leq 225 ml	Serving Size $>$ 225 ml
Cultured Milk (regular yoghurt and yoghurt drinks)	Total Sugar \leq 5 g/100 ml	Total Sugar \leq 11.25 g

Note: 225 ml is 150% of one reference consumption unit of the regular yoghurt and yoghurt drinks.



Nutrient Criteria for Instant food



The definition of instant food is food that has been partially processed and can be eaten with simple preparation methods using short time, such as adding hot water, boiling, or adding other ingredients in it.

Instant food can be grouped into four major types:

- (1) Instant noodles;
- (2) Rice porridge or congee;
- (3) Plain soup and concentrated soup (cube, powder, dried);
- (4) Curry and curry pastes



Instant noodle

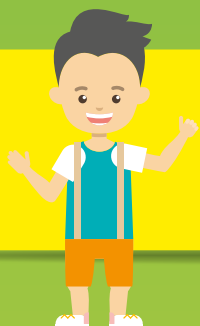
Catagory	Serving Size \leq 70 g	Serving Size $>$ 70 g
Instant Noodle	Sodium \leq 1,000 mg/50 g	Sodium \leq 1,400 mg

Rice porridge or congee

Catagory	Serving Size \leq 50 g	Serving Size $>$ 50 g
Rice porridge or congee	Sodium \leq 1,000 mg/ 50 g	Sodium \leq 1,000 mg

Plain soup and concentrate soup (cube, powder, dried)

Catagory	Criteria
Plain soup and concentrated soup (cube, powder, dried)	Sodium \leq 240 mg/100 g cooked. Total fat \leq 4 g/100 g cooked.



Nutrient Criteria for Snack



The “Healthier Choice” criteria used for snacks that included the products mentioned in the Ministry of Notification No.374 (2016):

Potato chips
(baked or fried)



Popcorn
(baked or fried)



Corn crisp or
rice crisp



Nuts and beans
(baked, fried,
salted or
flavoured)



Seaweed
(baked or
flavoured)



Fish snack
(baked or flavoured)



Included products:

Biscuits or
crackers



Filled wafers



Nutrient Criteria:

Catagory	Criteria
Snacks not included nuts and beans (baked, fried, salted or flavoured)	<p>Energy \leq 150 kcal/Serving</p> <p>Saturated Fat \leq 6 g/100 g</p> <p>Total Sugar \leq 7 g/100 g</p> <p>Sodium \leq 500 mg/100 g</p>
beans, nuts and seed	<ul style="list-style-type: none"> • Energy \leq 200 Kcal/serving • No added oil except to enhance flavor (total \leq 0.3%) • No added sugar • Sodium \leq 100 mg/100 g



Nutrient Criteria for Ice cream



The “Healthier Choice” criteria used for ice cream that included the products mentioned in the Ministry of Notification No.354 (2013)

The details of the criteria are as follows:

Catagory	Criteria
Ice cream	Energy \leq 130 kcal/Serving
	Saturated Fats \leq 5 g/100 g
	Total Sugar \leq 20 g/100 g
	Sodium \leq 100 mg/100 g





Nutrient Criteria for the Fat and Oil



The “Healthier Choice” criteria used for fat and oil group that included the products mentioned in the Ministry of Notification.

The details of the criteria are as follows:

Catagory	Criteria
Margarine	Saturated Fats \leq 27 g/100 g
	Sodium \leq 100 mg/100 g



Catagory	Criteria
Mayonnaise, Salad dressing and Sandwich spread	Energy \leq 350 kcal/100 g
	Saturated Fats \leq 4 g/100 g
	Total Sugar \leq 15 g/100 g
	Sodium \leq 750 mg/100 g





Displaying of the “Healthier Choice” nutritional logo



The display of the “Healthier Choice” nutritional logo on food labels must be in compliance with the Ministry of Public Health’s Notification No.367 (2014) on the Display of Label on Food Package, and the Ministry’s Notification No.182 (1998) on Nutritional Labeling as well as other related notifications regarding the product itself.

General requirements for applying the “Healthier Choice” nutritional logo on the product label are:

- The logo must be at least 1.5 cm in diameter and must only be authorized for use.
- The logo size must be proportional to the label size.
- The logo will be clearly displayed, visible, and most noticeable on the front of the food package.
- No additional reference statements are allowed on or around the logo.



The certificate for the “**Healthier Choice**” logo is valid for three (3) years from the approval date. Renewal of the logo includes 10,000 Baht fee (good for another 3 years) which will be used for post-marketing monitoring of the approved products in the market.

**Unauthorized
use of the logo
will face a jail
sentence of
6 months – 10
years and
a fine of
5,000–100,000
Baht.**





“The Healthier Choice Logo Certifying Unit”
Nutritional Promotion Foundation, under the Royal
Patronage of HRH Princess Maha Chakri Sirindhorn

The Institute of Nutrition, Mahidol University
Phutthamonthon Sai 4 Road, Tambon Salaya
Amphur Phutthamonthon, Nakhon Pathom 73170

Tel : 0 2800 2380 ext 163

Fax : 0 2441 9344

Cell : 08 1978 0806

Email : info.thaihealthier@gmail.com

Website: www.healthierlogo.com, www.ทางเลือกสุขภาพ.com

