



THE FRUITS AND VEGETABLES INDUSTRY SERIES

29 MARCH 2022

Session 2 - Policies for encouraging healthier food choices: opportunities for the fruit and vegetable sector



Policies for encouraging healthier food choices through nutritional labelling

OECD-COLEACP Fruits and Vegetables Industry Series
29 March 2022

by

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NEW PRODUCT DEVELOPMENT LEAD



Context

- Today's consumers are more knowledgeable and more discerning when it comes to the food and beverage products they buy.
- As a result, it's no longer enough for a company to pay "lip-service" to nutritional claims or social responsibility issues...
- It looks like consumers are using their buying power, not only to improve their **health**, but also to push for good, driving growth in brands who can prove they use everything "**clean**" i.e., packaging and responsibly sourced ingredients





PREMIUM
TROPICAL
DRIED
FRUIT

Tropical Dried Fruits

with an impressive
sustainable story



HPW has embraced this challenge and seen this era as customers wanting “**GREATER TRANSPARENCY**” and therefore combined information on our strong nutritious products and compelling brand stories on our packaging materials.

HPW Fresh & Dry Ltd. was founded in 2011 in the middle of the fruit fields of rural Adeiso, Ghana.

Today we are the largest producer of naturally dried fruit snacks in West Africa, processing over 30,000 tons of fresh fruit and exporting 2,700 tons of dried fruit using environmentally friendly and sustainable models.

Our Markets



Our Packaging design and labelling

In general, nutritional labelling requirements are dictated by destination countries (EU, US, etc).

Our quality systems ensure we design and approve packaging with nutritional information being a core focus to meet conformity requirements.

Nutritional information's from research in accredited laboratories.



FRUKTKUBER BANAN KOKOS

Ingredienser: Banan*, kokosnötter*
*Ekologisk certifierad råvara

Fruktkuberna har ett högt innehåll av fiber.

Förpackat i en skyddande atmosfär.
Förvaras torrt och svalt. Tillsammans tar vi hand om miljön – denna förpackning sorteras som plast. ♡

Producerad och förpackad i en fabrik som bara hanterar frukt. **Därmed fri från nötter, laktos och gluten.**

NÄRINGSVÄRDE: Per 100 g (per påse)

Energi ..	1555 kJ/364 kcal (467 kJ/109 kcal)
Kolhydrat ..	64 g (19,2 g)
- Varav sockerarter*	46 g (13,8 g)
Fett ..	10 g (3,0 g)
- Varav mättat fett ..	8,0 g (2,4 g)
Protein ..	4,3 g (1,29 g)
Kostfiber ..	9,0 g (2,7 g)
Salt ..	<0,005 g (<0,002 g)

*Naturligt förekommande sockerarter från banan och kokos

Smiling
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The Smiling Group AB
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f i o y @smilingconcept

✓✓✓ Inga konserveringsmedel
✓ Inga konserveringsmedel
✓ Inget tillsatt socker eller dadlar

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Smiling

FRUKTKUBER BANAN KOKOS

100% FRUKT
EKO

Inget tillsatt socker! 30 g e

GOTT SOM GÖR GOTT!
Göm utfyllnadsprodukter, knasiga tillsatser eller långa ingredienslistor. Våra fruktkuber är gjorda av 100 procent ekologisk banan och kokos. Den här påsen innehåller sunda och goda kuber som blir ett härligt mellis eller är perfekta att slänga ner i barnens utflyktsväska, istället för en kladdig banan.

Läs gärna mer om Smiling och vår modell för framtiden: schyssta snacks till dig och samtidigt lokala arbetstillfällen och entreprenörskap i länderna där råvarorna odas. Du hittar allt du vill veta på www.smiling.se

Leende hälsningar,
Oscar, Joakim & Linnea

ODLAD OCH FÖRPACKAD I GHANA
Fabriken i Ghana som torkat och förpackat den här produkten använder kokosskal och solceller som energikällor under produktionen. ☀️

"I found myself with one of the great companies who values idea generation and product development."
Comfort Asare Adotey,
maskinoperatör på fabriken i Ghana

GH-BIO-154
icke-EU-jordbruk

Competitive edge

We have gone a step further to tell brand stories...

To give consumers more insight into the product they are eating and their **origins**...

Designing packaging this way increased our retail range sales by 70%.

SNACK TODAY FOR A BETTER TOMORROW!

The Smiling Concept started when we went to The Gambia in 2011 to write on our bachelor thesis. When we returned to Sweden we came up with this great idea: instead of aid, why not create development opportunities through fair trading conditions? It's a win-win-situation – you get a great snack and contribute to new jobs and local entrepreneurship where the mangoes are grown.

Best Regards,
Oscar, Joakim
& Linnea



   @smilingconcept



"Putting in our very best to produce quality snacks is our priority because we have our customers at heart and we want to see them Smiling every day."

Agyekumwaa Opuni-Boachie,
Production Leader at the Ghana factory

Smiling

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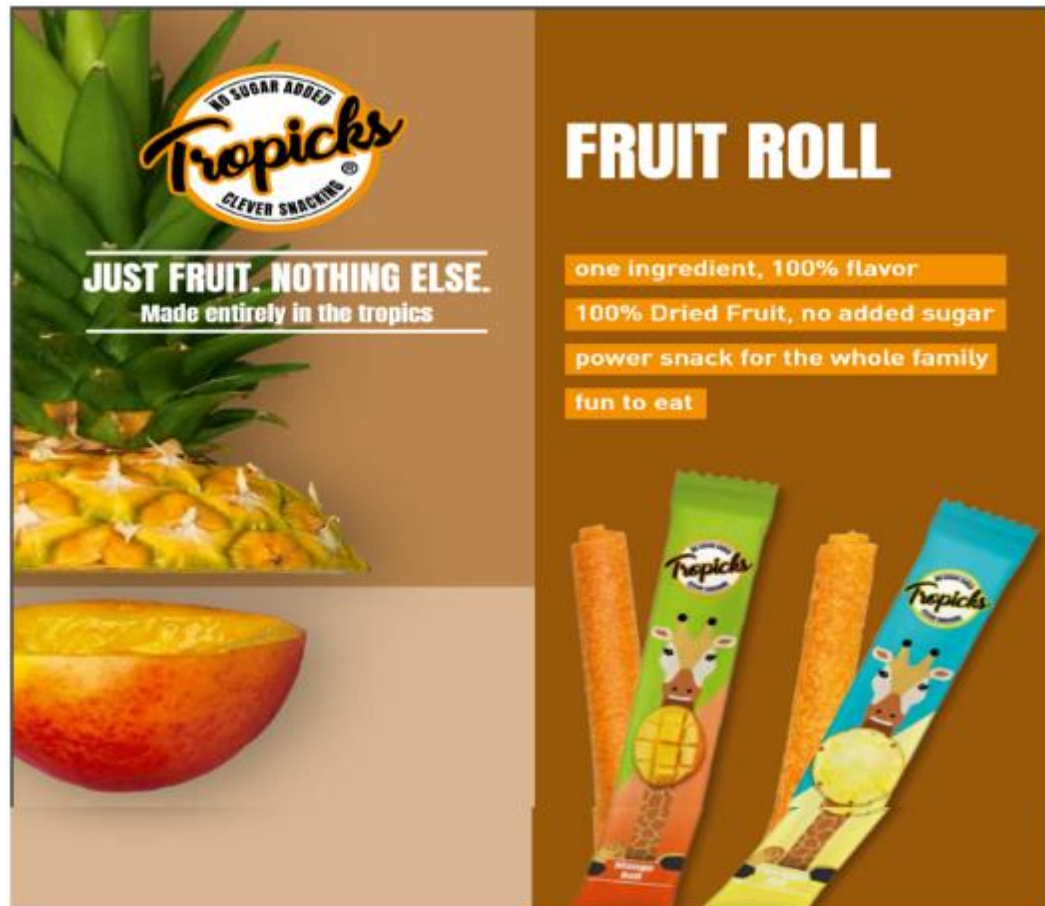
**Grown and packed
in Ghana**

The factory that dried and packed this product uses coconut shells and solar cells as energy during production. ☀️



Mangoes are Fairtrade certified, traded, audited and sourced from Fairtrade producers, total 100 %. For more info visit info.fairtrade.net/sourcing

more stories >> **sustainability**



NO SUGAR ADDED
Tropicks
CLEVER SNACKING

JUST FRUIT. NOTHING ELSE.
Made entirely in the tropics

FRUIT ROLL

one ingredient, 100% flavor

100% Dried Fruit, no added sugar

power snack for the whole family

fun to eat



FRUIT ROLL

One ingredient, 100% flavor
Our Fruit Rolls are the healthy alternative to sweets made from pure fruit pulp. A delicious and efficient energy supply for the whole family without added sugar or concentrate.

For our Fruit Rolls we use only sun-ripened fruits from Ghana with the sweet tropical flavor you love. Grown and harvested on small farms; responsibly and locally processed in our state-of-the-art factory to keep the value chain in Ghana. Ecologically produced, using solar panels powered by the African sun.

Flavor & Ingredients	Calories/100 g	Weight	Shelf Life
Pineapple	336 kcal	27 g	12 months
Pineapple	336 kcal	4 x 29 g	12 months
Mango	325 kcal	27 g	12 months
Mango	325 kcal	4 x 29 g	12 months










COCONUT CHIPS

Small cooperative coconuts in Ghana are not harvested from the trees – Perfectly ripened coconuts fall to the ground and are quickly processed locally – The brown shell is removed and burned – The generated heat is used to gently bake the tasty white fesh into coconut chips with true tropical favor.

Proof of quality claims

Nutritional and food safety

**JUST FRUIT.
NOTHING ELSE.**

Our Fruit Snacks are a tasty and efficient energy supply without added sugar, concentrate, cereals or nuts.

We produce in Ghana because sun-ripened fruits taste sweeter – for a true tropical flavour.

Made of 100% Tropical dried fruit

No sugar added

Power Snack – Fun to eat

The advertisement features a blue background with white and orange text. At the top, the slogan 'JUST FRUIT. NOTHING ELSE.' is written in white, bold, sans-serif font, flanked by horizontal lines. Below this, two paragraphs of white text describe the product's benefits and production location. Three orange banners with white text highlight key features: 'Made of 100% Tropical dried fruit', 'No sugar added', and 'Power Snack – Fun to eat'. The bottom section shows two types of fruit snacks: a pile of small, round, golden-brown pieces and a stack of three rectangular, light-brown bars. At the very bottom, three certification logos are displayed: the European Union leaf logo, the BRGS logo, and the IFS logo.



Responsible Producer of the finest Tropical Dried Fruit

Grown and harvested on small farms; responsibly and locally processed in our state-of-the-art factory, to keep the value chain in West Africa. Ecologically produced, using biogas from fruit waste and solar panels powered by the African sun.

www.hpwag.ch



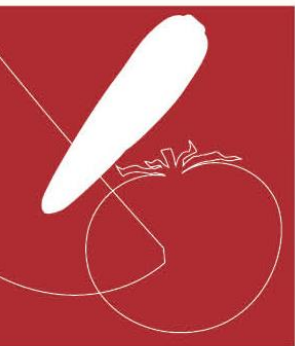
Problems encountered



- Even though we have had no major challenges with nutritional labelling, we still want to go a step further to convince even sceptical customers and regulators.
- Using near field communication methods like QR codes, consumers can scan retail product packs to get more info about a product origins, sustainable production methods and renewable energy and more brand stories...
- We believe not only does **transparency** help win customers, it also limits the impact of product recalls for unsafe ingredients.



Thank you



THE FRUITS AND VEGETABLES INDUSTRY SERIES



The OECD-COLEACP Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.

Thank you



FRUIT AND VEGETABLES SCHEME

