

WFF consumer focussed conference on food science and nutrition, in support of free primary school nutrition programme returns

SINGAPORE — 21 January 2020

Social enterprise Halo Health Asia is back with its second year of World Food Future (WFF), a first-of-its-kind multi-stakeholder conference on food science and nutrition, which will take place on April 3rd 2020. The conference will bring together all major stakeholders - government, big business, SMEs, academics and consumers - to discuss critical issues on food and nutrition affecting families and children.

The theme of WFF 2020 is “Re-Imagining the Foodie City for 2030” and discussions will be focused on whether being a global foodie city is at odds with Singapore’s efforts to wage war on diabetes and obesity. It will also discuss how key food industry stakeholders see themselves evolving to meet consumer preferences and needs. Cross sectoral experts will weigh in on whether we can really have a “delicious food disruption” that is healthy, tasty and affordable. The event will start with an afternoon conference, followed by a specially curated dinner that will include Singapore’s favourite hawker foods with a healthy spin.

The dinner fireside chat will feature Mr Anuj Maheshwari, Temasek's Managing Director of Agribusiness, and Deepak Shahdarpuri, Founder and Managing Director, DSG Consumer Partners, moderated by Ms Haslinda Amin of Bloomberg. Other confirmed speakers include Nichol Ng, Managing Director, FoodXervices Inc and Co-Founder the Food Bank Singapore, Dr. Ka Yi Ling, Co-Founder, Shiok Meats and Ann Low, Deputy Director, Healthy Food & Dining, Health Promotion Board.

WFF was created with the goal of bringing up-to-date food knowledge to the discerning consumer, both within the home and outside. Consumers are the most vital players in the food ecosystem and yet not enough platforms are made available for consumers to engage in meaningful dialogue with other stakeholders such as industry, government and scientists.

"Even as Singapore seeks to maintain its global status as a must-visit foodie city, the nation is grappling with a potential diabetes epidemic. As our country looks to the future - it is pivoting and trying to find the right balance. What we decide to do in the next few years is critical eg. changes in food labelling or limiting sugar and trans fats in products - as these will determine the future health of our nation. One thing for sure, we must start with educating our kids about food." says Trina Liang, CEO of Halo Health and Chair of WFF.

We are also excited to welcome on board our Co-CEO Lynn Yeow-De Vito, a well-respected PR and communications veteran with over 20 years of expertise in the lifestyle industry. Endowed with an entrepreneurial streak, she established her own PR agency after working in Marketing Communications for international hotel chains and PR agencies. She is well-known for her generous appetite and passion for the F&B industry.

“As a mother of 4 boys in a family of growing appetites, I am even more aware of providing easy access to healthy and affordable food. Targeting for it to be a nationwide campaign is one of the causes Halo Health would like to embark on. Nutrition starts at home, this is for our kids and beyond.” says Lynn Yeow-De Vito, Co-CEO Halo Health Asia.

Net proceeds from WFF will go towards the organization’s free schools nutrition education program for primary schools students, FoodSteps, which seeks to augment the national nutrition curriculum taught in Singapore primary school through workshops for children aged from 7 to 12. The programme will teach them the rudiments of making healthy food choices in a fun and interactive format, reinforcing learnings and bringing new perspectives to kids’ relationships to food.

The inaugural launch of FoodSteps was conducted at Persatuan Pemuda Islam Singapura (PPIS) Bedok on 25 June 2019. To date, the initiative has impacted 360 kids and 30 parents.

In 2019, the initiative received funding from the Health Promotion Board, in partnership with the Tote Board, to engage with beneficiaries within the target group from local community organizations such as family service centres and PPIS, as well as local schools. In 2020, FoodSteps will be partnering with NTUC to help participants purchase healthier ingredients within a budget and to cook simple one pot meals for a family of six, under five dollars, that are healthy, affordable and tasty.

“Healthy eating amplifies a child’s well-being and learning ability. FoodSteps aims to help children understand nutrition in a hands-on and engaging manner, enabling them to make smarter food decisions for life and thereby decreasing their vulnerability to obesity and diabetes”, says Mrinalini Venkatachalam, COO of Halo Health and Co-Chair of WFF.

13 percent of children in mainstream schools were overweight in 2017, a slight rise from the 11 per cent in 2011. These children are likely to continue being obese during adulthood and are more likely to develop a variety of health problems as adults, including diabetes, heart disease, stroke, joint problems and a higher risk of getting endometrial, breast and colon cancers. Food tastes develop at an early age and encouraging healthy choices early in life can help to create lifelong preferences for healthy foods.

To attend the event and for other media enquiries, please contact Mrinalini Venkatachalam: minnie@halohealthasia.com (+65 81235818)

About Halo Health Asia

Halo Health Asia is a social enterprise based in Singapore whose mission is to bring up-to-date food science research, innovation and policy discussions to the layperson so as to enable better food decisions at every stage of life.

www.halohealthasia.com
www.worldfoodfuture.com