



Circular

FCD 019.36
28 December 2009

To all Importers / Declaring Agents for Prepacked Food Products
All declaring agents are requested to inform your importers of the contents of this circular.

Dear Sirs/Madams

INVITATION TO TRAINING SESSIONS ON FOOD LABELLING AND ADVERTISEMENT IN MARCH 2010

The Agri-Food and Veterinary Authority (AVA) will be organising training sessions on food labelling and advertising in March 2010. The training sessions aim to provide guidance information to further assist industry members to self-check food labels and advertisements.

2 Over the years, AVA has been continuously educating and working with industry members to help them better understand our requirements, so as to ensure that food labels and advertisements are in full compliance at all times. AVA has provided free-of-charge advisory vetting service on food labels and advertisements for industry members, organised training sessions on food labelling and advertising for trade associations and major retail outlets that have requested for specific assistance, as well as posted information on the subject at the following AVA website.

<http://www.ava.gov.sg/FoodSector/FoodLabelingAdvertisement/>

3 With increased knowledge on the subject among industry members, it is now timely to encourage industry members to self-check your food labels and advertisements. In fact, importers and manufacturers of follow-up formula, growing up formula and children foods have since May 2009 been conducting self-checks on their food labels and advertisements. This group of traders went through a training workshop on food labelling and advertising in April 2009, to reinforce their knowledge on the requirements. They have so far been doing well with their own self-checks.

4 With effect from April 2010, in place of the advisory service, AVA will make available a step-by-step guidebook to guide industry members in ensuring that their food labels and advertisements comply with the requirements of the Food Regulations. AVA will also provide additional guidance for first time importers so that they can better understand the Singapore's requirements for food labels and advertisements. In addition, training sessions on food labelling and advertising

will be arranged in the first week of March 2010 for industry members who would like to learn more about the requirements.

5 If your company would like to attend the training sessions on food labelling and advertising, to be held in March 2010, please indicate the names and contact details of your representatives, by completing the following portion and faxing to us at 6324 4563. Alternatively, you may submit the required information via email to any of the officers below:

- Mr Cheng Chee Seng (Tel: 6325 1227 Email:cheng_chee_seng@ava.gov.sg)
- Mr Chue Sung Chian (Tel: 6325 3013 Email:chue_sung_chian@ava.gov.sg)

The deadline for response is **15 January 2010**. We will confirm the date and time for the training sessions with interested companies by early February 2010.

Thank you.

Yours faithfully

SEAN WONG
HEAD, POLICY AND CODEX SECTION
FOOD AND VETERINARY ADMINISTRATION
for CEO, AGRI-FOOD AND VETERINARY AUTHORITY

This is a computer generated circular and no signature is required.

Attn: Mr Cheng Chee Seng / Mr Chue Sung Chian
Food Control Division / AVA (Fax no. 6324 4563)

Attendance for Training Sessions in March 2010

Name: _____

Designation: _____

Company: _____

Contact No.: _____