

添付資料 企業ミーティング講演資料

「Healthy Food」 Saudi Food and Drug Authority's (SFDA)



WHY DO BUSINESS IN SAUDI ARABIA?

- Saudi Arabia is a great market in the Gulf region that can realistically provide investors with substantial long-term growth prospects.



- 
 • Saudi Arabia has the largest population in the GCC region and counts **29 million residents** with an annual population growth rate of 3.3%.
- 
 • Over 50% of the population is under 25 years old, and the youth of KSA are particularly susceptible to Western consumer trends.



- Saudi Arabia is the biggest dairy consumer among GCC states, accounting for **60% of the market volume**.



- Total consumption of organic, gourmet and health food products are expected to reach more than **\$27 billion**.



- Food Packaging Market is valued at **\$21.7 billion**.



- **\$22 billion** Restaurants Sales in 2018.



- **\$34 billion** Catering & Food Services Market



- **\$800 Million** Food security initiative in the kingdom of Saudi Arabia.



- Saudi Arabia spends around **\$70billion** in food consumption.



- Halal Food Market is expected to reach **\$ 6 billion**.



- The total number of food retail outlets is projected to reach about **50,000** by 2019.



- Seafood and agricultural imports account for **15% of all imports**, and are worth \$17.3 billion, and expected to grow by 76% between 2016-2018, making KSA the largest market in the Gulf Region.



- By 2020, the total value of food imports will reach \$35 billion.



- In 2018, Saudi Arabia's Food Imports increased by 10% compared to previous year.

Saudi Food & Drug Authority

About SFDA

The Saudi Food and Drug Authority (SFDA) :

was established by the Council of Ministers decree no (1) dated 07/01/1424 H, 11/03/2003



Saudi Food & Drug Authority

Vision

To be a leading international science-based regulator to protect and promote public health.

Mission

Protecting the community through regulations and effective controls to ensure the safety of food, drugs, medical devices, cosmetics, pesticides and feed.





Food sector



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

Vision

Building an effective monitoring system that improves food safety and quality from production to consumption.

Mission

Implementing an integrated control system based on scientific foundations, transparent, and achieve high levels of food safety and quality, with the participation of relevant parties.



Healthy Food Department



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority



Vision

A healthy nutrition pattern contributes to the promotion of public health.



Mission

Improve the nutritional value of food products and raise awareness of healthy food to promote healthy nutrition patterns in the society in cooperation with the related government authorities and in accordance with international practices.



Healthy Food Standards and Regulations



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority



Started in Sep. 2017

- ✓ The implementation of a Healthy Food Strategy
- ✓ Develop regulations and policies
- ✓ Innovate initiatives which promote healthier life style
- ✓ Improve the quality of food products



Statistics

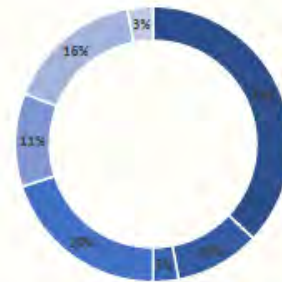
IN SAUDI ARABIA



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

- 37 % Cardiovascular Diseases.
- 20 % other NCDs
- 16% injuries.
- 11% communicable maternal, perinatal and nutritional conditions.
- 10 % Cancers.
- 3 % Chronic respiratory diseases.
- 3% Diabetes.

NCD's are estimated to account for 73% of all deaths in Saudi Arabia



A PUBLIC HEALTH ISSUE...

الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority



Obesity Rate in the Kingdom of Saudi Arabia (KSA)

The overall rate of overweight and obesity in the KSA

%59.4



Females and males aged 15 and over

%28.7

obesity rate

%30.7

overweight rate



%9.3

among school-age children



%6

among preschool children

What are Common Diseases Associated with Obesity?



Diabetes



Cardiovascular diseases



High blood pressure



Arthritis

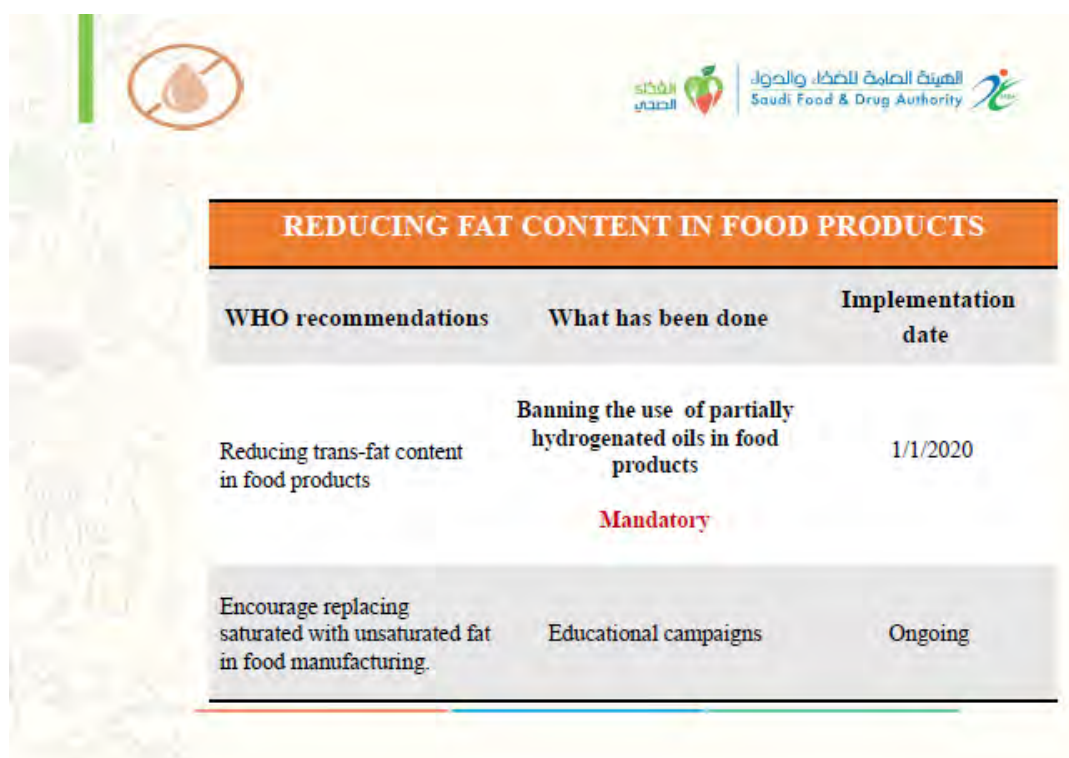
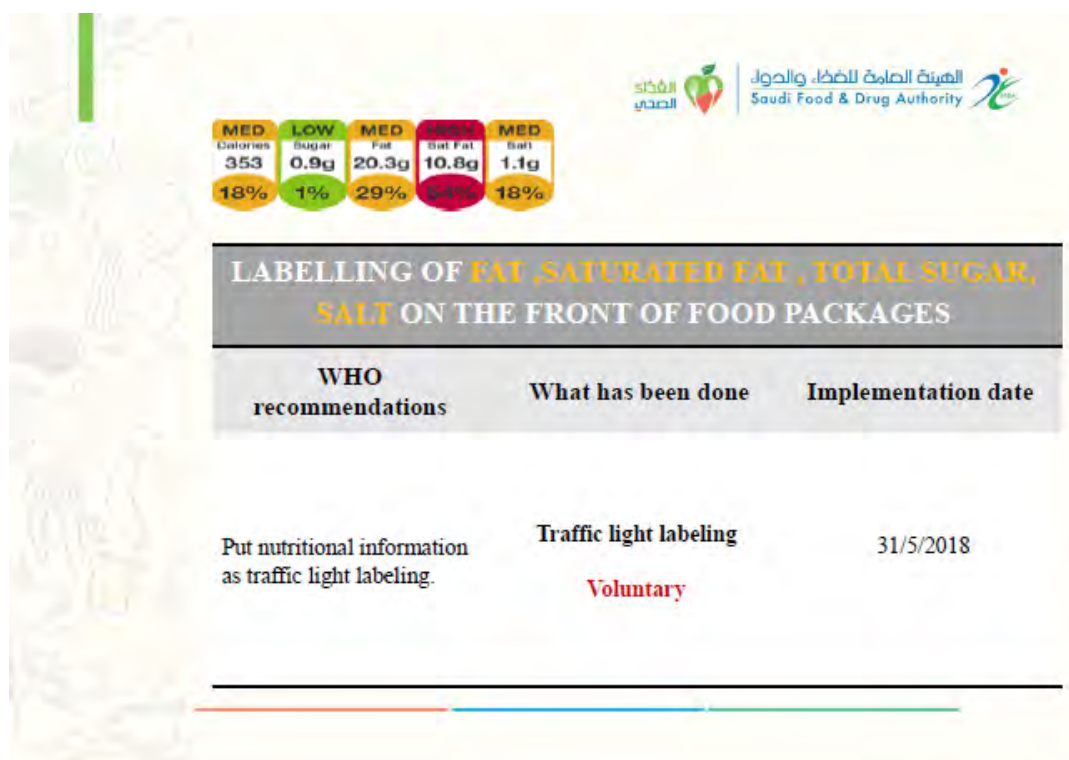


Cancer

بالتعاون مع
مركز مكافحة الأمراض

Saudi FDA
www.sfda.gov.sa

SFDA 14434
Saudi Food & Drug Authority





الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

REDUCING SUGAR CONTENT IN FOOD PRODUCTS

WHO recommendations	What has been done	Implementation date
Reducing sugars intake to less than 10% of total energy	Requirements of nutritional labeling Displaying the amount of added sugar on food label, to enable consumer to choose food products with low sugar content. Mandatory	1/4/2020

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 1g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	2%
Total Carbohydrate 50g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

REDUCING SUGAR CONTENT IN FOOD PRODUCTS

WHO recommendations	What has been done	Implementation date
Reducing sugars intake to less than 10% of total energy	Labelling of Fruit Juices Nectars Drinks consumers can easily compare and choose drinks with the lowest sugar content. Mandatory	To be determined



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

REDUCING SUGAR CONTENT IN FOOD PRODUCTS

WHO recommendations	What has been done	Implementation date
	Fresh juices, mixes and beverages, which sold at juice stores, restaurants and cafes	
Reducing sugars intake to less than 10% of total energy	- No sugar, natural and artificial sweeteners, energy drinks to be added on fresh juices and a mixture of fresh juices. - Banning the misleading claims and phrases on juices.	1/1/2020
Mandatory		



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

REDUCING SALT CONTENT IN FOOD PRODUCTS

WHO recommendations	What has been done	Implementation date
Reducing salt consumption for individuals to less than 5 grams per day	Setting a higher limit of salt in the bread 1 gm/ 100gm in the final product Mandatory	1/5/2019 
Identify foods high in salt in the food industry and then start targeting these products	Guidelines on the maximum amount of salt in other food products. Voluntary	1/1/2019



Kcal 1400



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

DISPLAYING CALORIES INFORMATION IN FOOD ESTABLISHMENTS	
What has been done	Implementation date
Putting Calories on Food Establishments Menu's Selling Away-From-Home Foods	01/01/2019
Mandatory	



FOOD ALLERGENS



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

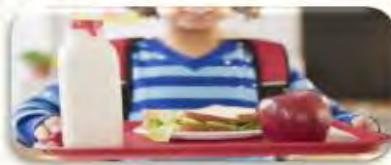
FOOD ALLERGENS	
What has been done	Implementation date
Displaying of 14 allergens in food menus in all food establishments	10/01/2019
Mandatory	



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

Advertising

WHO recommendations	What has been done	Implementation date
Avoid advertising and promotion of foods with high sugar content, especially beverages and soft drinks	A guide for food marketing and advertising for persons under 15 years	Undergoing



الهيئة العامة للغذاء والدواء
Saudi Food & Drug Authority

SCHOOL CANTEENS

What has been done	Implementation date
- Food requirements for school canteens - Hygienic requirements for food in school canteens	Undergoing

Future plans:

- Conduct a study to determine calories and nutrients requirements for Saudi populations.
- Conduct a study to identify the highly consumed products among Saudis and then gradually reducing their salt and sugar content.
- Conduct studies to determine the economic and health effects of healthy food legislation.
- Fortification of food products with vitamins and minerals.
- Increase the availability of healthy food products in Saudi markets.



**Thank
You**

December, 2019

Onisi Foods Co., Ltd. – Company Profile



Onisi

尾西は安心と思いがけない
幸せを提供します

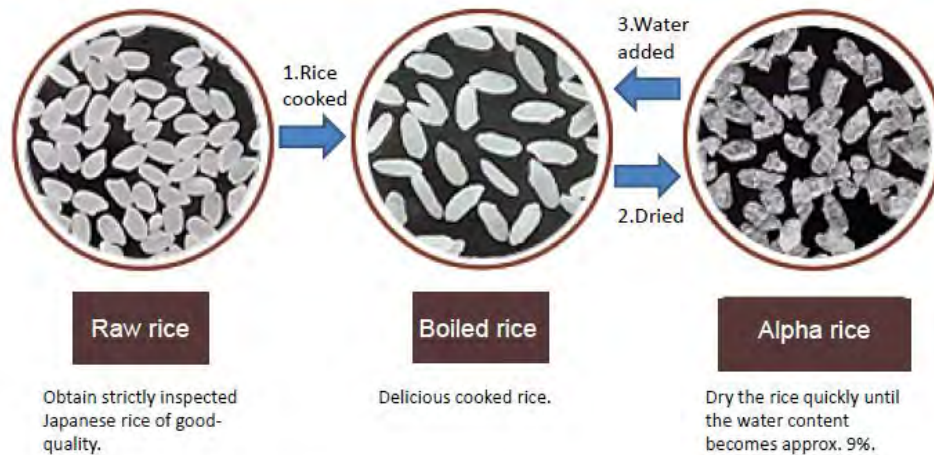
History of Onisi Foods

1932	Haruyasu Onishi, the founder of the company, established industrial methods of Alpha modification of rice starch
1935	Established Onisi Food Laboratory
1944	Requested by the Japanese navy , developed "dried rice" which can be restored to cooked rice by merely adding water
1946	Attempted to divert from military purpose to use at normal times such as contingency retention stock
1949	Established Onisi Food Co., Ltd. by transforming the corporate form of Onisi Food Laboratory
1956	Developed Alpha modified starch for infants, aiming at promoting growth and nutrition improvement of infants
1995	Set up a new factory, specialized in rice processing, in Osaki City, Miyagi
2005	Received ISO9001 certification. Alpha rice certified as Japanese space food by JAXA (the Japan Aerospace Exploration Agency) .
2012	Introduced the newest type of Alpha rice production equipment
2013	Became a wholly owned subsidiary of Kameda Seika Co., Ltd. , Established Nagoya Business Office.
2015	Received Halal certification for five products (Hakuhan, Sekihan, Inaka-Gohan, Shirogayu and Umegayu).
2016	Granted the FSSC 22000 certification.
2017	Established Kyushu Business Office
2018	Distribution center operation started.

Onisi

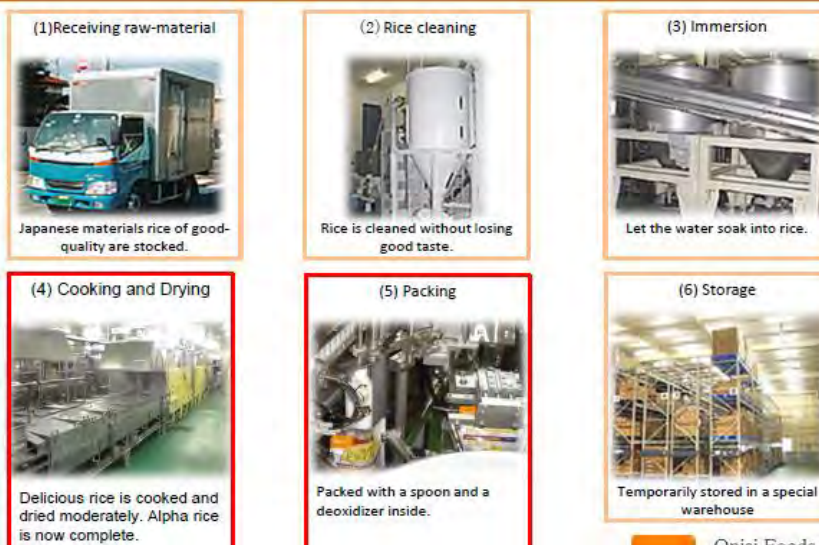
Onisi Foods Co.,Ltd.
www.onisifoods.co.jp

What is “Alpha rice” --- cooked and dry packed rice



Onisi Foods Co.,Ltd.
www.onisifoods.co.jp

The manufacturing process of Alpha rice



Onisi Foods Co.,Ltd.
www.onisifoods.co.jp

Onisi

Onisi's Alpha Rice

- "Alpha Rice" is dried fast with sealing in the taste of freshly cooked rice.

Long shelf-life:

5-year shelf life at room temperature.

Quick:

Will be ready in 15 minutes with hot water.

Portable:

Light and compact design; with spoon.



Just pouring hot water
or hot/boiled water.



Boiled water, stir the rice well.
[The photo shows 80% cooked rice.]

5-year
Shelf Life



100% Japanese rice



Onisi Foods Co., Ltd.

3-4-2 Mita, Minato-ku, Tokyo, Japan
Phone: +81-3-3452-4020 URL: www.onisifoods.co.jp

Onisi

Onisi's Onigiri

100% Japanese rice



Made in Japan

5-year
Shelf Life



- Instant rice ball -

Light, compact, and portable,
Good for Outdoor!



Just by pouring hot water, automatically shaped triangle, ready in 15 minutes.

Onisi Foods Co., Ltd.

3-4-2 Mita, Minato-ku, Tokyo, Japan
Contact: phone: +81-3-3452-4020 www.onisifoods.co.jp
- group company of Kameda Seika -

Onisi

Onisi's Rice Cookie



**Rice cookie made from rice flour.
Five years preservation.**

Product Feature

**Nonuse of wheat, milk nor egg
(which are common materials of cookie)**
27 specific allergic raw materials are not used.

Preferences to deliciousness

Rice flour from Niigata and onconuts are used to have crispy texture melt in the mouth, white cookies for emergency food are usually hard.

Developed by a Pastry chef who is particular about raw ingredients

Gaisaku Seika was established in Niigata City in Niigata in 1959. A Pastry chef, reputed for his confectionary sweets utilizing blessings of local nature, baked savory and healthy rice cookies.

Long-term preservation: Five years

Storage at normal temperature for five years is possible, as aluminum vapor depositive bags and deoxidizers protect cookies from light, oxygen and humidity, which are factors of product deterioration.

Product name	Baked sweets
Ingredients	Rice flour (produced in Niigata), Edible fat and oil (rice short), Sugar, Coconut puree, Almond flour, Fermented sweetening (yuzu, salt), Desiccated coconut
Content quantity	8 cakes
Best-before date	Printed on the upper side of this box
Preservation	Keep at normal temperature, avoiding direct sunlight, high temperature and moisture.
Distributed by	Onisi Foods Co., Ltd. 3-4-2 Mita, Minato-ku, Tokyo, Japan
Manufactured by	Minotou Co., Ltd. Seika Factory 1818, Sakai, Mie City, Niigata, Japan

Nutrition Facts per 8 pieces (one box) (48 g)	
Energies	276 kcal
Protein	3.5 g
Total Fat	18.0 g
Total Carbohydrate	25.1 g
Salt equivalent	0.08 g



Place size	Width 103 × Height 66 × Depth 35 (mm)
Quantity per case	48 pieces
JAN code	4970099550109
Shelf life	5 years

Onisi Foods Co., Ltd.

3-4-2 Mita, Minato-ku, Tokyo, Japan
Contact: phone: 03-3452-4020 www.onisifoods.co.jp

<Onisi Foods Co., Ltd. is a group company of Kameda Seika Co., Ltd.>

Onisi

Onisi's Rice Cookie — Strawberry taste —

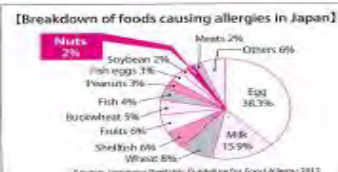
For people suffering from food allergies



**Nonuse of 27 specific allergic raw materials
and Nuts.**

Product Feature

- Not only 27 specific allergic raw materials but also nuts, which often cause food allergies among infants, are not used.
- Gentle strawberry taste by using rice flour from Niigata.
- Preservation for 5 years at normal temperature.



Product name	Baked sweets
Ingredients	Rice flour (produced in Niigata), Margarine (using rapeseed oil), Corn flour, Sugar, Edible fat and oil (rice short), Strawberry paste, Corn starch/Flavor
Content quantity	8 cakes
Best-before date	Printed on the upper side of this box
Preservation	Keep at normal temperature, avoiding direct sunlight, high temperature and moisture.
Distributed by	Onisi Foods Co., Ltd. 3-4-2 Mita, Minato-ku, Tokyo, Japan
Manufactured by	Minotou Co., Ltd. Yamada Factory 2-2-15, Yamada, Niigata City, Niigata, Japan

Nutrition Facts per 8 pieces (one box) (48 g)	
Energies	253 kcal
Protein	1.2 g
Total Fat	14.6 g
Total Carbohydrate	31.6 g
Salt equivalent	0.19 g



Place size	Width 103 × Height 66 × Depth 35 (mm)
Quantity per case	48 pieces
JAN code	4970088990113
Shelf life	5 years

Onisi Foods Co., Ltd.

3-4-2 Mita, Minato-ku, Tokyo, Japan
Contact: phone: 03-3452-4020 www.onisifoods.co.jp

<Onisi Foods Co., Ltd. is a group company of Kameda Seika Co., Ltd.>

Miracle Rice



Just add
hot or cold water.

Biryani



Made in
JAPAN



 Indian traditional food
with many spices
and vegetables.

Miracle Rice



Just add
hot or cold water.

Nasi Goreng



Made in
JAPAN



 Indonesian fried rice.



!! **Miracle Rice**

Just add
hot or cold water.

Thai Basil Rice

 Thailand national food, fried basil with rice.

Made in
JAPAN

