

Food Outlet Guide

To qualify, restaurants, take-aways and related food outlets must offer the following:

Various options of healthier foods and at least 20% or more of the menu must be heart healthy.

Relaxed smoke free atmosphere

Freshest ingredients

Minimally refined and processed foods

Lean cut meats with no visible fat

Skinless chicken (where applicable)

Dressing served on the side as many contain oil, butter and creams. Opt for energy reduced salad dressings

Roasted, grilled, poached, baked or steamed foods tend to be much healthier than those that are deep fried

Food prepared with limited amount of vegetable oil (high in poly or mono unsaturated fat)

Generous portions of vegetables and fresh fruits

Whole grain pastas and breads

Offer more multiple sources of Omega 3

Include soy and legumes

Serve high calcium foods like dark leafy greens (salads)

Low salt. Opt for herbs and spices rather than salt to flavour food. Lemon juice is an interesting alternative to salt.

Heart Mark Advocacy

Less 'bad' fats

Unhealthy fats include saturated fats and trans fats. These fats can increase LDL cholesterol in our blood that leads to the build up of plaque, a fatty material that forms on the inner wall of blood vessels. Eating a balanced diet which includes less saturated fat and trans fat will help reduce your cholesterol levels. The Mark standards limit saturated fat and trans fat in many foods.

Less salt

As a population, we consume nearly twice as much salt as we should. While salt contains sodium, an essential mineral our body needs, too much sodium is unhealthy and can contribute to high blood pressure (hypertension). The Mark standard for sodium limits salt levels in a wide range of foods such as breads, breakfast cereals, spreads and processed foods.

Less energy

Fat and sugar add energy to food, and it can take us longer to burn off (metabolise) high energy foods. The Mark standard for energy (measured as kilojoules) limits levels of energy dense nutrients such as fat and sugar

More fibre

Dietary fibre is essential for good health and is naturally found in cereals, grains, legumes, fruit and vegetables. Many Marked foods, such as breads and breakfast cereals must have minimum levels of fibre.

More calcium

Dairy products are our main source of calcium, an essential nutrient for bone development and maintenance. To increase calcium in our diet, Mark standards require minimum levels in all milk and dairy products.



APPROVED



**A Heart Foundation of Zimbabwe
Healthy Lifestyle Eating Plan
www.heartfoundation.co.zw**

THE HEART MARK

Promoting a healthy eating lifestyle

What is the Heart Mark

The Heart Mark is an emblem, program and an incentive that allows consumers to quickly identify healthier and heart safe foods on the market and when dining out. It is administered by the Heart Foundation Of Zimbabwe.

The aim is to encourage appropriate options that are lower in saturated fats, trans fat, partially hydrogenated fat, cholesterol, salt, sugar and where applicable, higher in dietary fibre, calcium and percentage key ingredients of fruits, vegetables and seafood. This encouragement makes the products that have the Heart Healthy Mark on them a healthier choice.

Categories of Heart Mark Products

Heart Mark products can be found in each of the food groups and include:

- ♥ Grain products (bread, cereal, rice, pasta etc)
- ♥ Processed /canned/bottled vegetables and fruits
- ♥ Meat and alternatives (poultry, fish,)
- ♥ Legumes, nuts and seeds
- ♥ Vegetarian Products
- ♥ Milk and dairy products
- ♥ Fats, oils and related products

The Heart Mark on a product means that

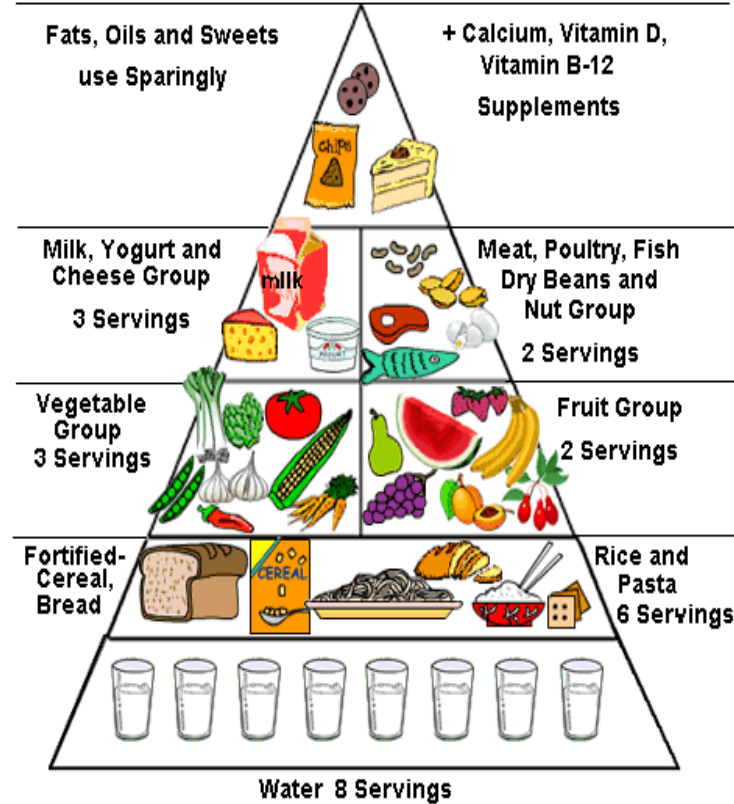
- ♥ The product has been independently tested and proven to meet the Mark's strict nutrition criteria;
- ♥ is a healthier choice within its food category;
- ♥ is part of a balanced diet and healthy lifestyle

Benefits of the Heart Mark

The Heart Mark adds significant value to the product's marketing effort.

- ♥ It enables consumers to easily identify the healthier alternative
- ♥ It promotes cardiovascular health and awareness as well as assist in reducing cardiovascular disease —blood pressure, cholesterol and diabetes.
- ♥ Automatic Partnership with the Heart Foundation of Zimbabwe, an independent reputable non-governmental organization.

The Heart Healthy Food Pyramid



The Heart Foundation Of Zimbabwe

heartcare@consultant.com

info@heartfoundation.co.zw, www.heartfoundation.co.zw

Heart Mark Program Management

The integrity of the Mark trademark is managed through a robust approval process involving category-specific nutritional analysis, on-going review of the Mark 's packaging and promotions, and random testing.

Below is an outline of the Mark Approvals process:

Step 1—Contact us

And tell us which of your products you are interested in applying for the Mark.

Step 2—Lab Testing

Lab testing is required for products applying for the Mark. This takes between 10 to 15days

Step 3—Approval

The Heart Mark logo shall be on the label of the approved item, and readable; and on a visible place in an approved food outlet. The Foundation reserves the right to remove the logo at any point should there be a non-compliance of the rules laid down.

Random Testing

To ensure we are doing as much as we can to maintain the integrity of the Heart Healthy Mark; all Marked products are subject to ongoing random testing to ensure continued compliance to the nutrition criteria and Mark marketing guidelines for packaging and promotions. Non-compliances are treated seriously and unresolved non-compliances will result in the product/s being removed from the Mark programme.

Heart Mark License Fees

The Heart Healthy Mark carries a fee which covers ongoing research and development of the Mark 's nutrition standards, random testing to ensure ongoing compliance, marketing and communications to promote healthier food choices and for the general administration of the Mark. Visit our website for more details.

