



THE HEART
AND STROKE
FOUNDATION
SOUTH AFRICA



APPROVED AS PART OF
THE HEART AND STROKE
FOUNDATION EATING PLAN

The Heart and Stroke Foundation South Africa: **Removal of refined grains from the Heart Mark Criteria**

Local and leading international dietary guidelines and cardiovascular prevention guidelines recommend the consumption of whole grain cereals instead of refined cereals.

The HSFSA regularly reviews the Heart Mark criteria and in early 2016 the HSFSA reviewed the endorsement criteria for refined cereal grain products, including white rice and white pasta. The available scientific literature clearly illustrates that consumption of whole grain products instead of refined cereals improve cardiovascular and overall health outcomes.

The Heart Mark endorsement programme is part of an ongoing effort by the Heart and Stroke Foundation South Africa (HSFSA) to reduce the number of deaths in South Africa from preventable heart disease and stroke. The endorsement programme forms part of a health-enabling environment offering consumers a tool in the form of a registered trade-mark logo (fork and knife with a heart) which makes choosing healthier foods easier.

Category-specific nutritional criteria are set by the Heart and Stroke Foundation South Africa, based on the latest national and international guidelines for the prevention of cardiovascular disease and informed by other prominent international dietary guidelines. The endorsement is awarded on merit of the product nutritional make-up, and never bought. Food products are independently tested and if a product fails to meet the Heart Mark criteria, it will not enter the programme.

Thus, the Heart Mark programme should help consumers choose whole grain foods in place of refined grains. Earmarking refined grains as a healthy food may lead to displacement of whole grains, legumes and vegetables. This does not mean that using refined grains as affordable and fortified energy sources should be actively discouraged. However, promoting their intake to maintain or improve health contradicts evidenced-based dietary advice and continued endorsement of refined grains is a disservice to the public.

Endorsing both whole grain and refined cereal grains does not assist members of the public in making better food choices and therefore the HSFSa has discontinued NEW endorsements of refined cereal products since July 2016. All refined grain products that were endorsed and displayed the Heart Mark logo before July 2016, will now cease using the heart mark logo on packaging of the affected products by no later than **30 September 2018**.

All refined grain products that were manufactured or produced with Heart Mark logo by the manufacturer before 30 September 2018 can be distributed and sold off up until **31 March 2019**. Which means that even if the manufacturer ceases using the Heart Mark logo on the affected by 30 September 2018, you as the consumer may still find the affected products within store shelves up until **31 March 2019**.

The HSFSa has taken the necessary steps and informed all parties that have been affected by the withdrawal of the Heart Mark endorsement on the affected products. We urge the affected brands to assist us and communicate with its consumers on the phase process.

We therefore wish to inform the public that the Heart Mark logo will not appear on the following affected products from 1 April 2019:

- Allsome Parboiled Rice
- Rice of the World - Bonnet Rice
- Rice of the World - Jasmine
- Tastic Long Grain Parboiled Rice
- Rice of the World - Risotto
- Rice of the World - Sushi
- Jungle Taystee Wheat
- Sta Rice
- Cresta Long Grain Parboiled Rice
- Aunt Caroline Long Grain Parboiled Rice
- Aunt Caroline Basmati Rice
- Paddy Everyday Rice
- Paddy Aromatic White Rice
- Paddy Sushi Rice
- Paddy 'Sela' Parboiled Basmati Rice
- Pasta Grande Maize Fusilli
- Pasta Grande Maize Penne
- Pasta Grande Maize Macaroni
- Pasta Grande Maize Gnocchi
- Pasta Grande Wheat Shells
- Pasta Grande Wheat Penne Rigate
- Pasta Grande Wheat Screws
- Pasta Grande Wheat Elbows
- Pasta Grande Wheat Spaghetti
- Pasta Grande Wheat Mixed Ribbons
- Pasta Grande Wheat Cavatappi
- Pasta Grande Wheat Macaroni
- Pasta Grande Wheat Gnocchi
- Spekko Long Grain Parboiled Rice
- Spekko Royal Umbrella Jasmine Rice
- Spekko White Rice
- Spekko Indian Gate Basmati Rice
- Really Rice Parboiled Rice
- Really Rice White Rice
- Pasta La Vita Penne Rigate
- Pasta La Vita Vermicelle
- Pasta La Vita Elbows
- Pasta La Vita Gnocchi
- Pasta La Vita Tagliatelle
- Pasta La Vita Fusilli
- Macaroni for Africa
- Pouyoukas Potato Flour
- Pouyoukas Couscous
- Pouyoukas Mediterranean Tomato Couscous
- Pouyoukas Rice Flour
- Pouyoukas Mild Indian Couscous
- Pouyoukas Sweet Pepper Couscous

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the Heart and Stroke Foundation SA

The Heart and Stroke Foundation South Africa (HSFSA) plays a leading role in the fight against preventable heart disease and stroke, with the aim of seeing fewer people in South Africa suffer premature deaths and disabilities. The HSFSA, established in 1980 is a non-governmental, non-profit organization which relies on external funding to sustain the work it carries out.

The HSFSA aims to reduce the cardiovascular disease (CVD) burden in South Africa and ultimately on the health care system of South Africa. Our mission is to empower people in South Africa to adopt healthy lifestyles, make healthy choices easier, seek appropriate care and encourage prevention.