



APPROVED AS PART OF
THE HEART AND STROKE
FOUNDATION EATING PLAN

HEART MARK

“AT THE HEART OF YOUR BUSINESS”

New Client Endorsement Brochure



THE HEART
AND STROKE
FOUNDATION
SOUTH AFRICA

1. What is the Heart Mark?

The Heart Mark is the endorsement programme of the Heart and Stroke Foundation South Africa (HSFSA) aimed at enabling consumers to make healthier food choices. Products that show the Heart Mark logo have been approved as healthier food options and can form part of a healthy eating plan.

Consumers want more healthy foods at their disposal. Although price, quality and taste will always be important, the food landscape is changing and consumers are becoming increasingly health savvy. The Heart Mark makes this easy with a single symbol displayed on your product. It takes the guess work out of choosing food products out of an abundance of products available, and consumers do not need to read complicated food labels.

The Heart Mark can identify your product not only as a healthier choice, but also sets your product apart from your competitors within the same product line. The Heart Mark logo is the most recognisable health endorsement on food products in South Africa. The brand has built trust and credibility over 35 years and operates with approval from the National Department of Health.

2. How will the Heart Mark benefit you?

Our own market research shows that 8 in 10 (or 77%) of consumers instantly recognise the Heart Mark, these consumers associate the logo with healthy eating and a sense of credibility * As consumers become more health conscious the need for healthier product options to be identified on shelf is crucial to any brand competing for limited shelf space. The HM brand prides itself in working closely with Heart Mark holders to leverage the brand and help each brand to be identified as a Heart Mark partner.

Benefits to Heart Mark Partner

- Licence to use the endorsement Logo
- Most recognisable health endorsement Logo in South Africa
- Market your product with Heart Mark distinction
- Distinguishes your product from competitors
- Positions your brand as a responsible, consumer-centred player in the food industry
- Positions your product as the healthier option
- Heart Mark is a value-adding tool for your brand
- Aligned to the latest nutrition science.

3. The Mark of Credibility

The Heart and Stroke Foundation SA has been given permission by the National Department of Health to act as the endorsing body for the Heart Mark, and the criteria are in line with relevant food and labelling legislation. HSFSA review the Heart Mark programme and criteria on an on-going basis to ensure it remains up to date with the latest local and international guidelines.

4. Partners and Value

With an ever-growing partner base now reflecting over 500 Heart Mark products to choose from across 59 different food categories, options carrying the Heart Mark can be found for most food types.

A full list of Heart Mark endorsement partners and food categories can be found on our website:

<http://www.heartfoundation.co.za/products>


* 330 face to face interviews with 25 - 55 year old adults, at a popular supermarket chain in Capetown, Johannesburg and Durban in 2016

5. What you can expect to pay

Application Fee R 1 373.86 excl. Vat (Non-Refundable) per application

First year: Heart Mark Fees R 7 916.33 excl Vat. Fees thereafter are based on the annual turnover of the endorsed product, after a year with the logo on pack. Tiered Fees increase annually by no more than 6%.

April 2017 - March 2018



Endorsement	Amount
Application fee (once off)	R1373.86
Revenue	Amount
R0 - R 5 Million	R 7916.33
R6 - R 9 Million	R15 832.71
R10 - R 20 Million	R31 665.43
R21 - R 40 Million	R63 330.96
R41 - R 60 Million	R94 996.39
R61 - R 70 Million	R110 829.16
R70 Million Plus	0.15%

6. How to apply for the Heart Mark

The application process for the Heart Mark is taken very seriously by the Foundation. The applicant is required to submit products to a SANAS accredited laboratory for testing (some exceptions apply).

1

Make contact with us

- Tell us which product/s you want endorsed.
- We will send you an application form and the product specific criteria

2

Application form and fee

- Complete the Application form and submit to us with all required supporting documents (Company registration letter, Lab Results and Current Packaging Artwork)
- We will forward you the application fee invoice for payment.
(your application will only be reviewed once we receive payment)

3

Evaluation and feedback

- Our Heart Mark department will evaluate your application and provide feedback

4

Contract

- Successful applicants will be required to enter into a formal licensing agreement with the HSFSFA. The term of the agreement shall be for the duration of the endorsement, subject to all products undergoing re-analysis.
- Fees are charged annually based on product turnover. Licensees will be assigned the non-exclusive rights to the Heart Mark for use on accepted products and all related marketing activities. Any artwork for adverts/promotional and marketing material, incorporating the Heart Mark or making reference to the Heart Mark, must be submitted for approval prior to print/production.

Heart Mark endorsement application is available on request via email or telephone



Rubeshan Nayager

Office : 021-422 1586 | Mobile : 074 304 9129
rubeshan.nayager@heartfoundation.co.za

Prof Pamela Naidoo

Office : 021-4221586 | Mobile: 0837761144
pamela.naidoo@heartfoundation.co.za

Head Office:

Renée Engel

Telephone: 021 422 1586 | Telefax: 021 422 1582
renee.engel@heartfoundation.co.za

Street Address: Unit 5B, 5th Floor, Graphic Centre
5 Buiten Street, Cape Town, 8001



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