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UK Experience in Reducing Salt, Fat and Sugar in Processed Foods

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Salt: intakes & targets



Intake 6.1g/day

Intake 11g/day

Intake 8.1g/day

Around 75% of the salt we eat is already in the foods we buy

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Action to reduce salt intake

- Three pronged approach:
 - Reformulation of foods by retailers, manufacturers and caterers
 - Increase consumer awareness
 - Improved nutrition labelling



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Salt Targets published March 2006

www.food.gov.uk/multimedia/pdfs/salttargetsapril06.pdf

Main product category	Sub-categories (where relevant)	FSA Salt Model illustrative average value		FSA Proposed targets to be achieved by 2010 (g salt/sodium per 100g food, as sold)	Comment on final target	Final targets (g salt or sodium per 100g)
		mg sodium per 100g	g salt per 100g			
2. Bread	2.1 Pre-packed bread and rolls Includes all bread and rolls: - pre-packed, part-baked and freshly baked (including retailer in-store bakery) white, brown, malted grain and wholemeal bread or rolls including seeded products. - French bread - ciabatta, focaccia, pitta, naan, chappatis, tortillas etc without additions	350mg	0.9g	1g salt or 400mg sodium (maximum)	Following the reductions in salt already made by the Federation of Bakers, of up to 30% by 2005, the Federation supports staged reductions towards this target subject to technical capabilities and consumer acceptance. The Federation of Bakers is working with the FSA to provide sales weighted average data to review progress against the target. The Agency will review the target in 2008 in light of industry progress.	1.1g salt or 430mg sodium (average)
	2.2 Bread and rolls with additions Includes all bread and rolls (as listed at category 2.1 above) with "high salt" additions eg cheese, olives, sundried tomatoes etc. Also includes cheese scones.	350mg	0.9g	1.2g salt or 470mg sodium (maximum)	Category previously included all specialty bread. Additions eg cheese, olives etc to plain breads and rolls increase the sodium/salt content hence a separate target has been set for these products. All plain breads and rolls are now included in category 2.1.	1.3g salt or 500mg sodium (average)

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Gaining Industry Support


75%+ of food sold in the UK is now made or sold by companies that are committed to meeting the Agency's salt reduction targets



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Industry Progress

- Breakfast Cereals - 43%
- Prepacked sliced bread - over 30%
- Cook - in pasta and pasta sauces over 30%; Soups over 25%
- Cakes and Biscuit - 16 -50% - some top selling cakes and biscuits (2006 - 2007)
- 13% standard crisps; 32% extruded; 27% pelleted snacks in 2007 alone.



Company progress

- Unilever have reduced sodium in their "Pot Noodle" snack by 50% across the range.
- Pepsico have taken 40% of the sodium out of Sensations range and 25% – 55% in its range of pelleted snacks
- Macphie of Glenverbie – 20% across range of cakes.
- Vion Food Group (dutch bacon = 25% UK bacon sales) met target for bacon from Jan 2008.
- Arla foods 50% reduction in soft cheese; 15% in butter.
- Premier is reformulating many Batchelors products to meet the 2010 targets. Specifically the Batchelor's range of savoury rice; sodium levels will reduce by up to 70%.

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Retailers

We have had excellent support from the retailers and the following have made public commitments to reduce the salt in their own brand products; ASDA, Boots, Budgens, Co-op, Iceland, M&S, Sainsburys, Somerfield, Spar, Netto, Tesco, Waitrose.

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Salt Campaign

Phase 1

Phase 2

Phase 3

Look out for options lower in salt. salt.gov.uk

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Working with Industry

Good to know...

Government advice is that we should be trying to reduce our salt intakes.

The population should on average aim to have no more than 6g of salt a day (approximately a teaspoonful) and children should have even less. Bitesize Shredded Wheat can help you have a lower salt intake as it has no added salt.

In support of the Food Standards Agency salt awareness campaign – www.salt.gov.uk

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Amplifying the Message


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Our Partners

- Age Concern
- British Dietetic Association
- British Heart Foundation
- Blood Pressure Association
- Consensus Action on Salt and Health
- National Federation of Women's Institutes
- The Stroke Association

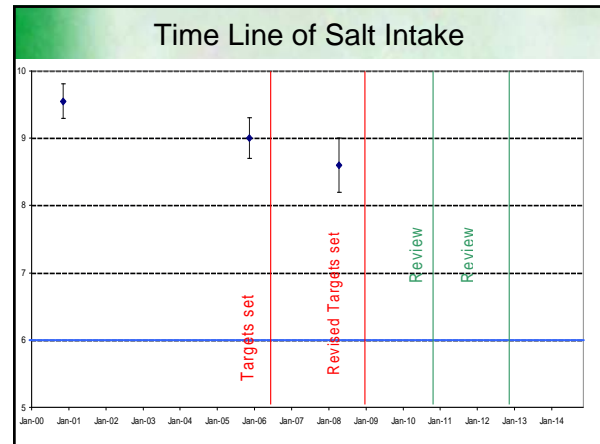
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Impact of campaign to date



- Number of consumers cutting down on salt has increased by over one-third
- A 50% increase in those who look at the label to find out the salt content
- 10 fold increase in awareness of the 6g a day message
- Number of consumers trying to cut down on salt by checking labels has doubled

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What now - Salt

- Review of targets in 2008
- Monitoring progress
- Keeping abreast of research
- Work to support industry
- Working with other countries



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Saturated Fat and Energy Intake Programme

- consumer awareness
- greater availability of healthy options
- smaller portion sizes
- mainstream product reformulation




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What now...consumer awareness

- Campaign to raise awareness – early 2009
- Build on findings of consumer research and others' experiences
- Surprise Solution Support



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What now.....partnerships

Portion size

- Accessibility
- Effect on consumption

Healthier alternatives

- Increasing uptake – barriers and solutions



Reformulation - mainstream

Significant contributors

- Meat and meat products
- Milk and milk products
- Fat spreads
- Cereal and cereal products
- Snacks
- Confectionery
- Soft drinks
- Potato products
- Pastry



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To summarise

- reformulation of foods can yield huge benefits
- governments can work effectively with industry in the interests of citizens
- countries need to work together to maximise these benefits



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