



The Food Reformulation Task Force Progress Report 2024



Údarás Sábháilteachta Bia na hÉireann
Food Safety Authority of Ireland



The Food Reformulation Task Force

Progress Report 2024

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Abbreviations

CACF	commercially available complementary foods
CLAS-IRE	Composition and Labelling Information System for Ireland
DoH	Department of Health
EU	European Union
FRT	Food Reformulation Task Force
FSAI	Food Safety Authority of Ireland
g	gram
GPAL	Public Analyst's Laboratory, Galway
INDI	Irish Nutrition and Dietetic Institute
INFID	Irish National Food Ingredient Database
JA PreventNCD	Joint Action Prevent Non-Communicable Diseases
n	number of samples
NANS II	National Adult Nutrition Survey II
NCDs	noncommunicable diseases
NPD	new product development
NPPM	nutrient and promotion profile model
OOH	out-of-home
RTEBC	ready-to-eat breakfast cereal
SSDT	Sugar-Sweetened Drinks Tax
UCD	University College Dublin
UK	United Kingdom
WHO	World Health Organization



Opening statement



Mr Greg Dempsey,
Chief Executive
Officer,
Food Safety
Authority of Ireland.



Mr Matthew Doyle,
Head of Healthy
Ireland,
Department of
Health.

The Food Reformulation Task Force, a strategic partnership between the Food Safety Authority of Ireland and Healthy Ireland at the Department of Health, is tasked with implementing *A Roadmap for Food Product Reformulation in Ireland*. This Roadmap provides a framework and targets for voluntary food reformulation by the food industry in Ireland. Between 2022 and 2025, the Food Reformulation Task Force is implementing a comprehensive programme of food composition monitoring, food reformulation target development and food industry engagement to drive progress in achieving the reformulation targets set out in the Roadmap.

The Food Reformulation Task Force annual report for 2024 highlights key achievements throughout the year in implementing *A Roadmap for Food Product Reformulation in Ireland*. In the third year of implementation of the Roadmap, the task force executed a comprehensive plan to drive and monitor reformulation progress and communicate transparently and regularly.

Irish food is something we are all immensely proud of. Our food has access to over 180 markets worldwide and is part of an expansive food system. Recognising this, throughout 2024, the task force engaged broadly with stakeholders through a variety of communication channels such as meetings with groups of food manufacturers and retailers producing particular foods (e.g. cheese, carbonated beverages, yoghurt), in-person events, technical publications, social media campaigns, regular newsletter updates and one-to-one engagement. The task force collaborated with State bodies such as Bord Bia, Teagasc and Enterprise Ireland, as well as healthcare professional representative groups and research bodies and institutions to extend its reach and communicate the Irish food reformulation targets to a wide range of stakeholders.

As implementation of the Roadmap progressed into the third year, monitoring, research and evaluation were key areas of focus for the task force in 2024. Throughout the year, the task force published eight reports detailing monitoring results, reformulation targets and research findings. The

regular and early publication of monitoring results and targets is in line with the task force's commitment to work transparently. The task force commissioned three pieces of research into dietary intakes, provision of meals in the foodservice sector and the availability of commercial data for reformulation monitoring in Ireland. The task force also contributed to research on food composition monitoring, interventions to improve the healthfulness of the food environment and public perceptions of food reformulation.

An important milestone for the task force in 2024 was the publication of reformulation targets for commercially available baby and toddler foods. These targets were informed by the World Health Organization Regional Office for Europe, Nutrient Promotion and Profile Model, alongside the national Food Based Dietary Guidelines for 1–5-year-olds and infant feeding policy. Ireland is one of the first countries to publish reformulation targets for commercially available baby and toddler foods, demonstrating a commitment to equitable reformulation, particularly for vulnerable groups. The task force has completed broad stakeholder engagement in regard to these targets and will monitor progress in their implementation.

Research, monitoring and stakeholder engagement activities demonstrate there is progress and commitment to reformulation in Ireland. However, population dietary intakes of salt, free sugar and saturated fat remain above health based upper thresholds and so more work needs to be done. Reformulation is an effective way in which food businesses can contribute to improving public health, ensuring consumers have access to an equitable food system that is beneficial to long-term health. Looking forward to 2025, the final year of implementation of *A Roadmap for Food Product Reformulation in Ireland*, all food industry stakeholders are called on to play their part in achieving the food reformulation targets and therefore, creating meaningful change to our food system.

Mr Greg Dempsey



Chief Executive Officer
Food Safety Authority of Ireland

Mr Matthew Doyle

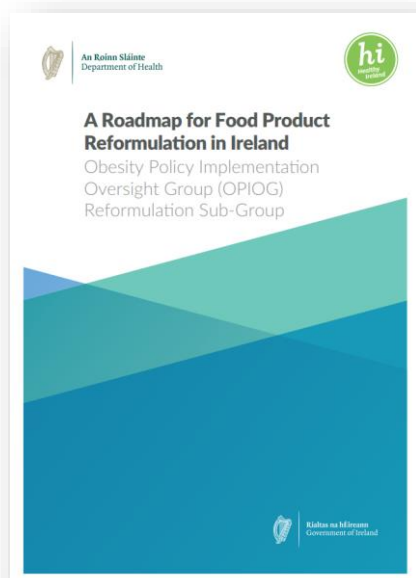


Head of Healthy Ireland
Department of Health



Introduction to food reformulation in Ireland

Diet-related noncommunicable diseases (NCDs), such as cardiovascular disease, type 2 diabetes and some cancers, are a leading cause of ill-health and mortality in Ireland (Central Statistics Office, 2023). The prevalence of overweight and obesity in Ireland is high, with 56% of adults, 24% of adolescents, and 18% of children living with overweight and obesity (Irish Universities Nutrition Alliance, 2024, Moore Heslin *et al.*, 2023, Kilduff *et al.*, 2024). As in many high-income countries, people living in deprivation carry a higher burden of overweight, obesity and diet-related disease in Ireland (Kilduff *et al.*, 2024). To address this growing public health issue, the Department of Health published *A Healthy Weight for Ireland: Obesity Policy and Action Plan 2016–2025* (Department of Health, 2016). This 10-step action plan takes a whole system approach to tackling the drivers of overweight and obesity, as well as establishing comprehensive treatment of obesity (Department of Health, 2016). A healthy diet is a key component of good health, including healthy weight. However, in Ireland dietary intakes of salt, free sugar and saturated fat exceed health based upper thresholds (Kehoe *et al.*, 2023, Irish Universities Nutrition Alliance, 2024)



To address this, [*A Roadmap for Food Product Reformulation in Ireland*](#) was developed by a Reformulation Subgroup of the Obesity Policy Implementation Oversight Group and published by the Department of Health in 2021. The Roadmap is a core element of Ireland's Obesity Policy and Action Plan and provides a framework and targets for voluntary reformulation by the food industry in Ireland (Department of Health, 2021).

The Roadmap takes a whole food system approach, and calls on the food industry across the system, manufacturers, retailers, foodservice outlets, and ingredients suppliers to reduce the energy (calories), sugar, saturated fat and salt in the foods they make and sell.



The Food Reformulation Task Force

A Roadmap for Food Product Reformulation in Ireland is ambitious and in order to realise its objectives the Food Reformulation Task Force was established in 2022. The task force is a strategic partnership between the Food Safety Authority of Ireland (FSAI) and Healthy Ireland at the Department of Health. There are six dedicated team members on the task force with a variety of nutrition, food science, research, public health, data science and administrative skills. The task force marked its third year of implementing *A Roadmap for Food Product Reformulation in Ireland* in 2024. Throughout the year, a comprehensive workplan was implemented to drive, monitor and communicate reformulation progress in Ireland. The work of the task force is overseen by an Oversight Group, chaired by Healthy Ireland, and ultimately by the Obesity Policy Implementation Oversight Group. This is detailed in Figure 1.

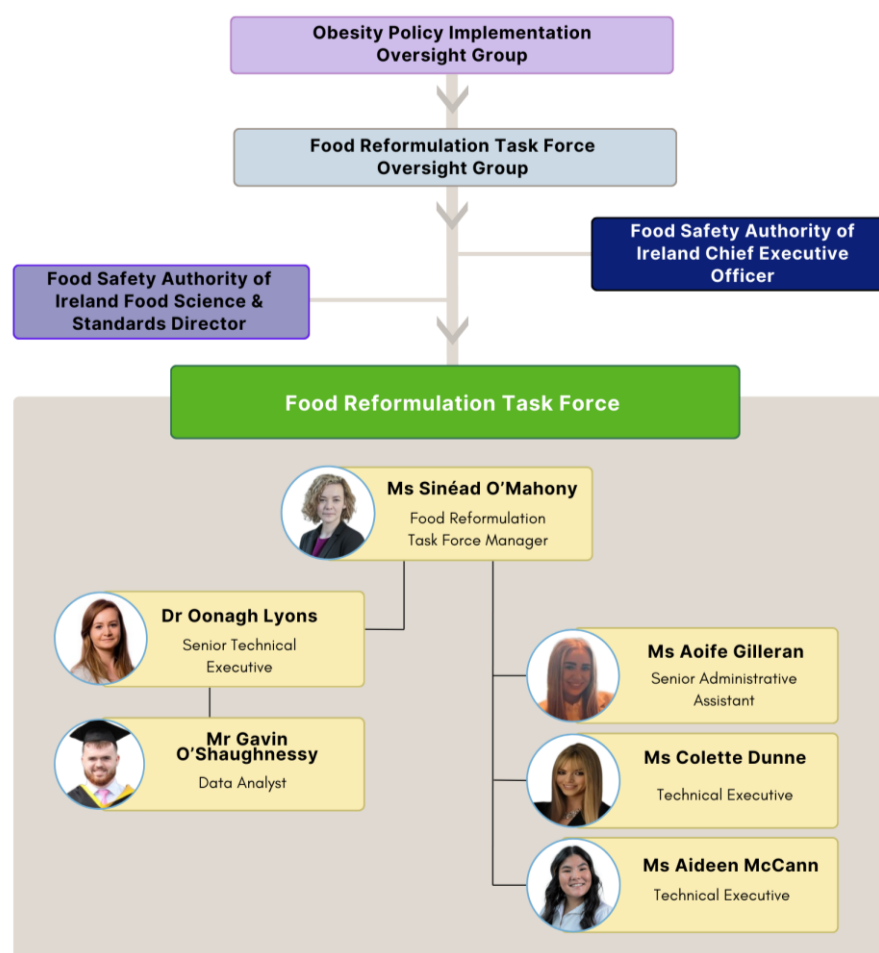


Figure 1 Governance and organisational structure of the Food Reformulation Task Force



Food Reformulation Task Force 2024 key achievements

8
reports
published



**Annual
workshop**



6
food category
meetings



5
newsletters sent
to FRT network



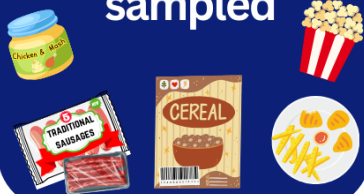
212
stakeholder
meetings
attended



>4,500
food product
labels
collected



414
products
sampled



one of the **1st**
countries to
set targets for
commercially
available
complementary
foods



505
FRT network
members



19,610
unique views
on social media
campaign



Set maximum per
serving salt
targets for pizza
sold in the
foodservice
sector



19
key
presentations
delivered



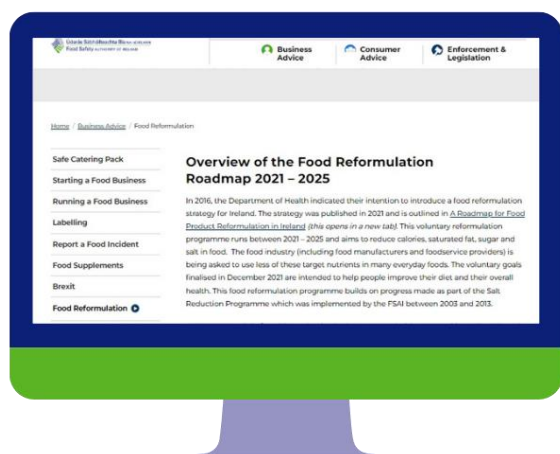
FRT= Food Reformulation Task Force



Goal 1: Open and transparent communication

Webpage

The Food Reformulation [webpage](#) on the FSAI website was updated in April 2024. This update included changes to the webpage layout and updates to content.



As part of this update, technical briefs on salt, fat and sugar reformulation developed by the [UK Institute of Food Science and Technology](#) were added to the website. These briefs are a helpful resource for ingredient suppliers, food manufacturers and retailers when considering some of the technical aspects of food reformulation.



The task force added nine scientific papers to the [Food Reformulation Research Paper Library](#) focusing on key food reformulation topics, such as international food databases, food modelling studies and reviews of food tax.

The task force published eight reports and report updates which can be accessed under the publication tab on the website. The published reports are outlined in Figure 2.



Figure 2 List of reports published in 2024 available on the Food Reformulation Task Force webpage



Goal 2: Raise awareness of the food reformulation programme in Ireland

In order to continue to raise awareness of the food reformulation programme in Ireland, the task force completed a number of wide-reaching communication activities, such as media engagement, social media campaigns and the growth of the Food Reformulation Network.

Media engagement

The task force engaged with the media on a reactive basis in 2024, completing four media interviews for national papers. The task force also wrote articles for the *Professional Nutrition and Dietetic Review* and the *Ireland Food Yearbook 2024*.

Social media campaign

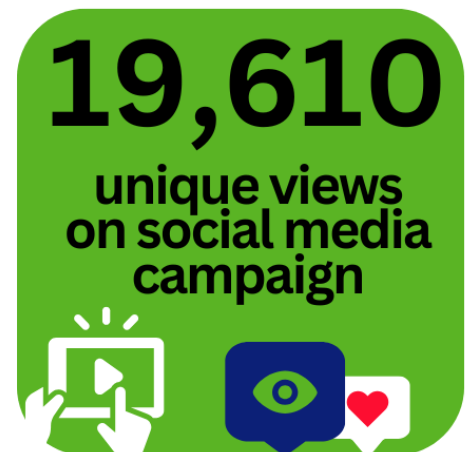
A six-week social media campaign ran between May and July 2024. The campaign included six posts, published on multiple social media platforms including LinkedIn, Instagram and Facebook, some of which are shown in Figure 3. The aim of the campaign was to maintain awareness of the goals set out in *A Roadmap for Food Product Reformulation in Ireland*, and to communicate monitoring results.



Figure 3 Examples of social media posts used in the 2024 Food Reformulation Task Force social media campaign

Posts were developed with optimised hashtags and social tagging to maximise reach and visibility. Across all three social media platforms the campaign received over 24,542 impressions by 19,610 unique users.

The campaign doubled the number of visits (increase of 56%) to the Food Reformulation Task Force [webpage](#) on the FSAI website.



Food Reformulation Task Force newsletter

The task force circulated five newsletters to the Food Reformulation Network, which grew to a total of 505 members in 2024. The newsletters provided updates from the task force on recently published scientific reports, upcoming events, consultations and the availability of resources (Figure 4).



Figure 4 Newsletters sent to the Food Reformulation Network in 2024



Goal 3: Engage widely and regularly with stakeholders on food reformulation

Food industry survey

A survey to determine food industry progress in reducing energy, sugar, salt and saturated fat in their food products was issued in February 2024. In total 23 responses were received across food manufacturers, retailers, ingredient suppliers, and the out-of-home foodservice sector.

Of those who responded, 57% had commenced reformulating their food products. Access to technical expertise within the company, alongside a belief they play a role in improving people's health, created an enabling environment for the reformulation of food products. Insufficient time and competing demands were the top inhibitors to reformulation. In the 43% who had not commenced reformulating their food products, a concern around an even playing field, lack of time and resources were the main barriers.

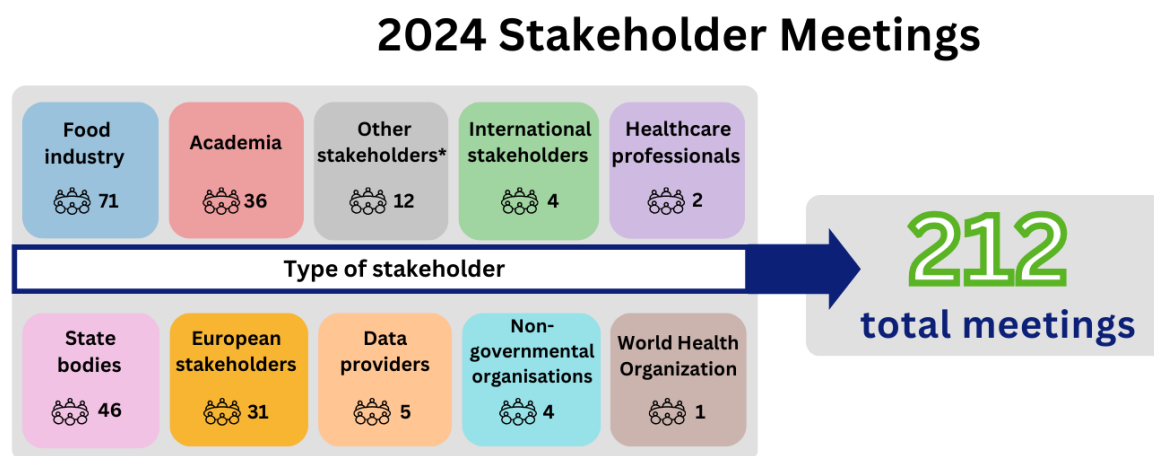


The survey findings informed the task force's approach to activities throughout the year including tailored messages in the social media campaign, at category meetings and in one-to-one stakeholder engagements.

Stakeholder engagement

Throughout 2024, the task force engaged in 212 stakeholder meetings (Figure 5) with representatives from the food industry, State bodies, academia, solution providers, colleagues across the European Union (EU) implementing reformulation programmes, research networks and others. The majority of these meetings were one-to-one in the form of information exchanges and update meetings to share food reformulation monitoring updates and progress.

These meetings are an important part of the task force engagement approach, providing opportunities to communicate reformulation targets and priorities, as well as answering stakeholder specific queries and taking feedback on board.



*included private research and laboratory groups, in addition to a variety of stakeholders present e.g. conferences and webinars

Figure 5 Summary of 2024 stakeholder meetings

Engage the food industry in food reformulation

In addition to the one-to-one meetings previously outlined, throughout 2024, the task force held six food category meetings (breakfast cereals, yoghurt, baby and toddler food, pizza sold in foodservice outlets, processed cheese and sugar-sweetened carbonated beverages, as shown in Figure 6). The aim of these category meetings was to communicate food category reformulation targets, progress and outline where additional reformulation efforts and attention are needed. Food retailers, manufacturers and ingredient suppliers were invited to attend the food category meetings. The meetings were also attended by Teagasc and Enterprise Ireland to outline national supports available for food reformulation. External experts attended particular category meetings to present complementary topics including Professor Donal O'Shea, Health Service Executive clinical lead for obesity who outlined the importance of the food industry role in obesity prevention and Dr Frank Houghton lecturer, Technological University of the Shannon, who presented on the findings of the *Sugar Sweetened Drinks Tax Evaluation* (Houghton *et al.*, 2024).

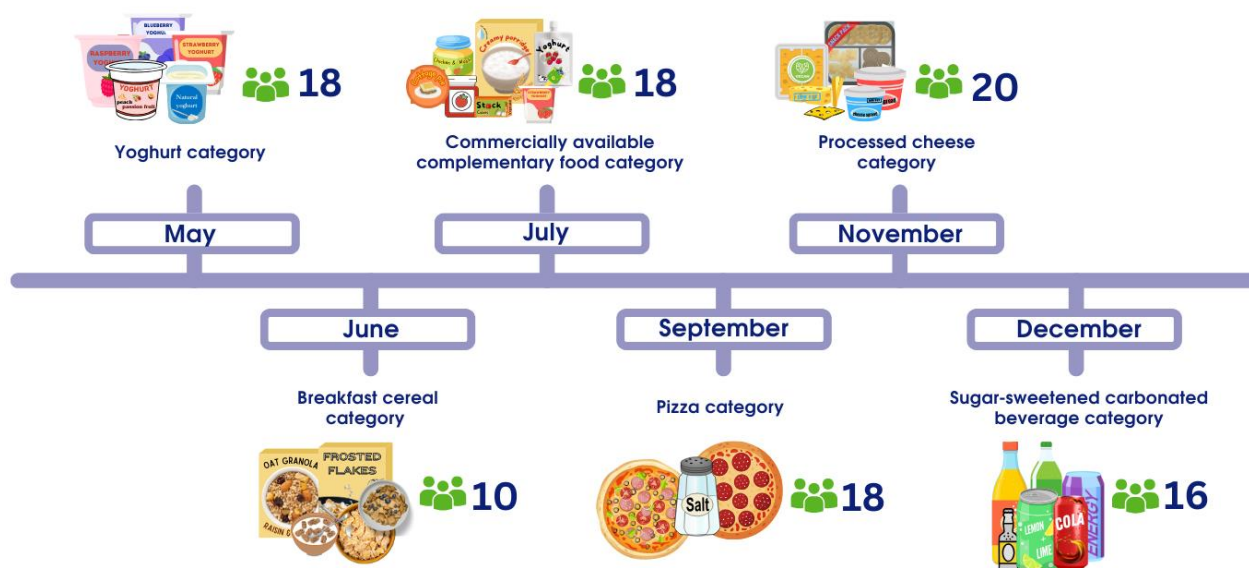


Figure 6 Category meetings held throughout 2024 including the number of food industry representatives in attendance at each meeting

Engage food retailers in food reformulation

Recognising the important role grocery retailers play in food access and own brand food product reformulation, the task force placed an emphasis on retailer engagement. Throughout 2024, the task force engaged with food retailers through a variety of communication channels including:

- A briefing to request the sharing of food product nutrient composition and volume sales data
- One-to-one meetings
- Presentations at the FSAI Retail Forum
- Food category meetings
- In-store visits to collect food product nutrient composition information.





Goal 4: Annual reformulation event: Pathways and Progress: Achievements in Food Reformulation

On 6 December the Food Reformulation Task Force hosted an event *Pathways and Progress: Achievements in Food Reformulation* at the Convention Centre, Dublin. The event was open to food manufacturers, retailers, the out-of-home foodservice sector, and others with an interest in food reformulation in Ireland.



The aim of the event was to showcase reformulation progress and explore opportunities and challenges for reformulation (Figure 7). The event included an opening address from Catherine Curran, assistant principal officer health and wellbeing at the Department of Health and a keynote address on the intersection between food reformulation and sustainability by Professor Eileen Gibney, director of the Institute of Food and Health, University College Dublin (UCD).



Figure 7 Pathways and progress achievements in food reformulation event banner

From left to right: Catherine Curran Department of Health, Dr Wayne Anderson FSAI and Sinead O'Mahony Food Reformulation Task Force, FSAI.

Case study presentations from representatives of the food industry highlighted work currently being undertaken in food reformulation by Food Drink Ireland, Tayto Snacks, Danone, Ella's Kitchen and Aramark. An overview of national supports available for food reformulation was given by Teagasc and Enterprise Ireland. There were 74 attendees in total, 46 of which were food industry representatives.

Key takeaways from plenary discussion

The event also included a plenary discussion, chaired by Suzanne Campbell, that brought together experts from various organisations to discuss key topics related to food reformulation (Figure 11).



Figure 8 Plenary discussion at annual food reformulation event

Left to right: Dr Wayne Anderson FSAI, Shay Hannon Teagasc, Dr Caroline Donovan Aramark, Linda Stuart-Trainor Food Drink Ireland, Angela Brennan Tayto Snacks, Prof Eileen Gibney UCD and Suzanne Campbell Journalist.

Some key take aways included:

Food environment: The importance of a health-enabling food environment in Ireland, that can promote the consumption of fresh and minimally processed foods and reduce the prominence of foods high in energy (calories), saturated fat, sugar and salt.

Aligning food reformulation and sustainability: The opportunity to achieve reformulation targets during the transition to a sustainable food system.

Consumer behaviour change: Nudging consumers towards healthier food options, whilst also making the reformulated product the default choice, rather than an alternative choice.

Ultra-processed foods: The intersection between food reformulation and ultra-processed foods, highlighting the evidence on the relationship between nutrients and health is clear, whereas additional evidence is needed to understand the relationship between processing and health.

Shelf-life: The relationship between food reformulation and food product shelf-life, and the need to prioritise food safety during the reformulation process.



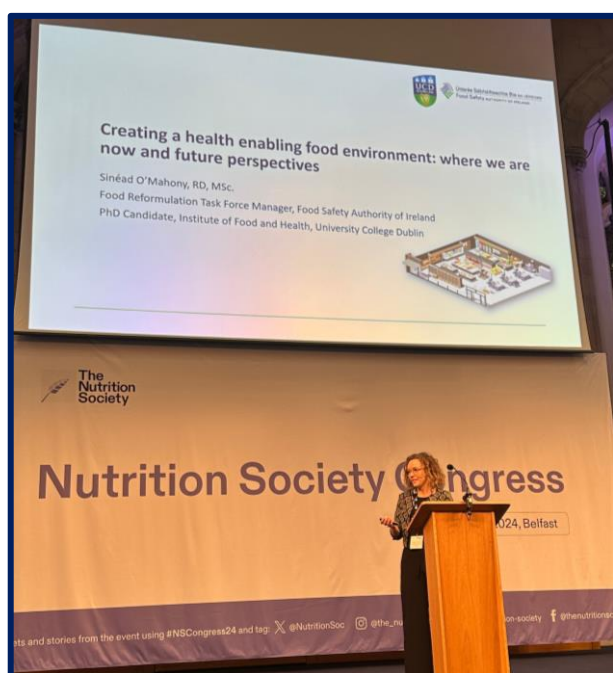
Goal 5: External engagements and presentations

The task force employed a variety of communication channels to reach pertinent stakeholders throughout 2024. This included workshops, webinars, European and World Health Organization (WHO) forums, scientific conferences and industry fora meetings. Examples of key presentations given by the task force throughout 2024 are listed in Table 1.

Table 1 Key presentations given by the Food Reformulation Task Force in 2024

Date	Presentation title
24 January	UCD Institute of Discovery Podcast: How healthy is food on Irish supermarket shelves?
22 February	Irish Nutrition Society Postgraduate Meeting: Supermarkets, do they make the healthy choice the easy choice?
12 March	FSAI Retail Forum
20 March	Irish Nutrition and Dietetic Institute (INDI) Fresenius Kabi Research Symposium 2024: Benchmarking the healthiness of supermarkets, do they make the healthy choice the easy choice?
8 April	FSAI Foodservice Forum
17 June	The Paula Mee Applied Culinary Nutrition Memorial Award 2024: The role of culinary nutrition in achieving the Irish reformulation targets
3 July	Nutrition Society Congress 2024: Feeding the future: exploring roles in food systems transformation - food environment
4 July	Nutrition Society Congress 2024: Benchmarking the sugar and caffeine content of carbonated sugar-sweetened beverages and energy drinks on the Irish market in 2023
4 July	Nutrition Society Congress 2024: Food reformulation for a healthy and sustainable diet; policy, progress and future directions
9 July	European Salt Action Network: Update on the salt reduction programme and reformulation monitoring projects in Ireland

Date	Presentation title
15 July	FSAI Retail Forum
18 July	Sodexo workshop on salt targets for pizza sold in the foodservice sector
4 September	FSAI Foodservice Forum
16 September	UCD Institute of Food and Health Public Lecture Series: Making foods healthier
23 September	INDI lunchtime webinar: overview of food reformulation interventions in the foodservice sector
11 October	Association for the Study of Obesity in Ireland 9 th Annual Conference: Reformulating breakfast cereals and yoghurts: An exploration of the relationship between percentage reductions and nutrient profile score
23 October	FSAI Retail Forum
23 October	Launch of Bord Bia Origin Green Food Product Improvement Guidance: Overview of food reformulation in Ireland
11 December	UCD Institute of Food and Health Research Showcase: Sugar reformulation between 2017 and 2022 in Ireland

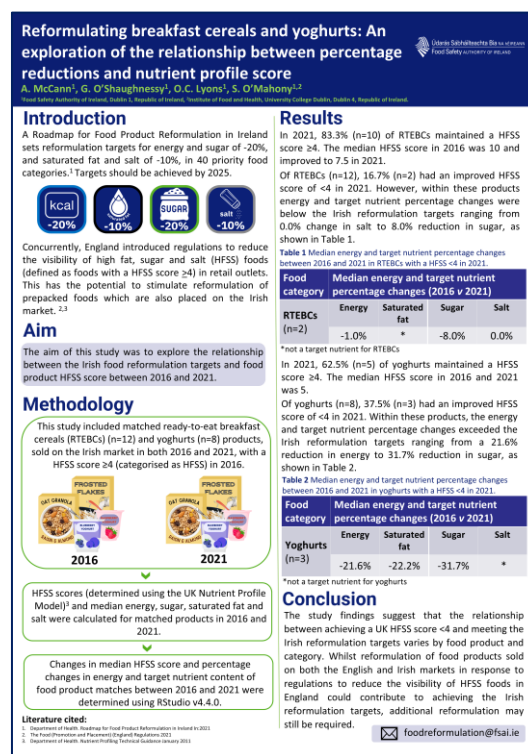


Nutrition Society Congress 2024

The task force played an active role in the 2024 Nutrition Society Congress by way of an invited presentation, participating in a plenary discussion, chairing an oral communication session, and presenting a poster on the sugar composition of sugar-sweetened carbonated beverages.

Association for the Study of Obesity in Ireland 9th Annual Conference

The task force presented findings of a pilot study exploring the relationship between food product reformulation to achieve an improved high fat sugar and salt (HFSS) nutrient profile score and percentage reduction reformulation targets. The study findings suggest that the relationship between achieving an improved HFSS score and meeting the Irish reformulation targets varies by food product and category.



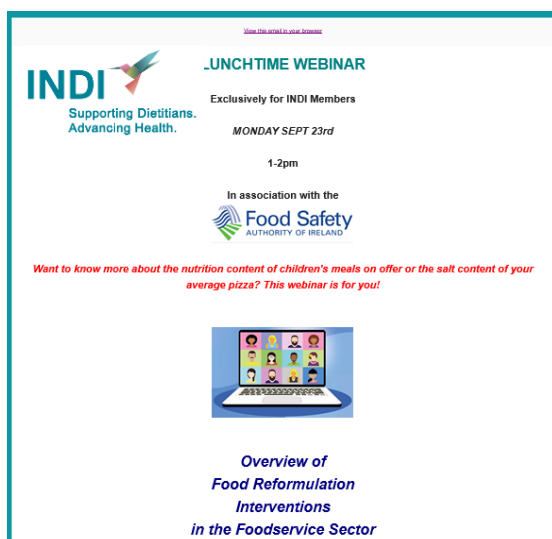
European Salt Action Network 2024



In July, the task force attended the European Salt Action Network, a network under the auspices of the WHO which promotes the harmonisation of salt reduction programmes in Europe. The task force presented an overview of the national interventions to reduce population salt intakes, including reformulation. The meeting provided an opportunity to learn from colleagues implementing reformulation programmes across Europe.

Bord Bia webinar

Throughout 2024, the task force supported Bord Bia in the development of their Origin Green Food Product Improvement Guidance, which was launched in October 2024. The aim of this collaboration was to ensure the Origin Green guidance to the food industry regarding reformulation aligned with the targets set out in *A Roadmap for Food Product Reformulation in Ireland*. The task force presented at the guidance launch which was attended by the food industry.



INDI lunchtime webinar

In September 2024, the task force contributed to the INDI hosted webinar entitled *Overview of Food Reformulation Interventions in the Foodservice Sector*. There were 50 INDI members in attendance. The task force presented a review of the healthiness of children's meals offered on menus in foodservice outlets and an analysis of the salt content in pizza sold in foodservice outlets.

Sodexo pizza workshop

In July 2024, the task force participated in a pizza reformulation workshop hosted by Sodexo Ireland. The aim of the workshop was to prepare and taste pizzas made with various salt content. The workshop demonstrated the feasibility of the maximum per serving salt targets finalised and published in September 2024.





Goal 6: Develop and publish reformulation targets

Commercially available complementary foods



A role of the task force is to develop and publish reformulation targets. In 2024 the task force published [Reformulation targets for commercially available complementary foods](#) (also known as baby and toddler foods). This follows a public consultation on draft reformulation targets for sugar and salt (informed by the WHO and University of Leeds Nutrient and Promotion Profile Model) between October and November 2023.

Ireland is one of the first countries to finalise and publish reformulation targets for these foods. Conformance of food products on the Irish market in 2021 with these targets is outlined in the [Food Reformulation Task Force: Priority Food Categories Monitoring Report](#). Progress towards meeting these targets will be measured between 2021 and 2025.

Maximum per serving salt targets for pizza sold in the foodservice sector

Maximum per serving salt targets were finalised and published in 2024. *A Roadmap for Food Product Reformulation in Ireland* states “As in the UK, the eating out of home sector is expected to procure and/or make products that meet the relevant targets and maximum per serving salt targets will be developed for this sector, drawing on experience from Northern Ireland and Great Britain”.



In line with this requirement, and following a [consultation on draft targets](#), the task force finalised maximum per serving salt targets for pizza sold in foodservice outlets in Ireland. The maximum per serving salt targets and accompanying strategies to reduce the amount of salt used in adult and children's pizzas sold within the Irish foodservice are outlined in [Maximum per serving salt targets for pizza sold in the foodservice sector](#).

Reformulation targets for new product development

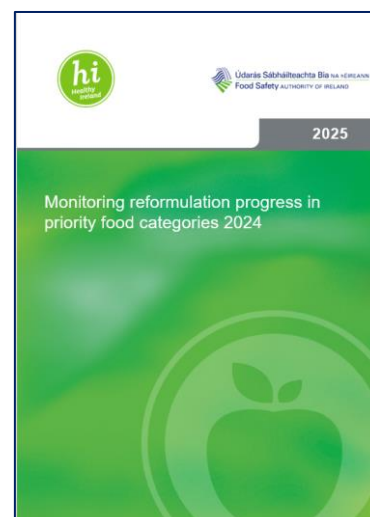


Lastly, the task force issued [*Draft energy and target nutrient thresholds for use in new product development*](#) in 15 food categories prioritised for reformulation for consultation between the 29 August and 29 September. The thresholds were developed in response to feedback on challenges in applying percentage reduction targets to new product development. To address this, the task force accessed pre-existing market snapshot data and developed draft energy (calories) and target nutrient thresholds for new products in 15 priority food categories where sufficient data was available. Following consideration of consultation feedback, the thresholds will be finalised in 2025.



Goal 7: Monitor the reformulation of priority foods

A key role of the task force is to monitor food industry progress towards achieving reformulation targets. The task force uses a variety of approaches to do this including market snapshots (a review of all food products on the market in a particular food category at a point in time), food product sampling and laboratory analysis, commercial datasets and data from third party sources e.g. research groups, civil society, food industry. The results of monitoring activities across the 40 priority food categories, baby and toddler foods and the foodservice sector, are summarised in the [*Food Reformulation Task Force: Priority Food Categories Monitoring Report*](#) published in 2025.



Market snapshot

In 2024, the task force repeated the collection of food product label information for the 16¹ priority food categories for which data was collected in 2021. Food product information was collected using the *Food Composition and Labelling Information System for Ireland* (CLAS-IRE). Food label information was collected for over 4,500 food products. The food product label information will be extracted throughout 2025 and reported in 2026.



Sampling and laboratory analysis

In 2024, the task force sampled CACF products (baby and toddler foods) and sent them to Galway Public Analyst's Laboratory (GPAL) for laboratory analysis of their sugar content. Ready-to-eat breakfast cereal products were sampled in May and June and sent to GPAL for sugar, sodium and potassium laboratory analysis. Popcorn was sampled from cinema outlets and sent to GPAL for sodium and potassium analysis. The task force also sampled sausage products and sent them to Cork Public Analyst's Laboratory for saturated fat analysis (Figure 9).



Figure 9 Timeline of food sampling for sugar, salt and saturated fat analysis in 2024

¹ Yoghurts, Desserts, Ready-to-eat breakfast cereals, Other breakfast cereals, Bacon and ham, Beef and veal, Chicken and turkey, Sausages, Alternative to milk and milk-based beverages, Carbonated beverages, Fruit juices and smoothies, Squashes, cordials and fruit juice drinks, Other beverages, White sliced bread and rolls, Wholemeal and brown bread and rolls, Other breads.



In 2023, processed cheeses and sugar-sweetened carbonated beverages were sampled from the Irish market. The monitoring reports based on analysed sodium, potassium and sugar results were updated with the 2023 results. In addition, a third report was published reviewing the conformance of declared sugar on sugar-sweetened carbonated beverage labels and declared salt on processed cheese labels with *European Commission guideline nutrition labelling tolerances*. The reports can be accessed at the following links:

- [Monitoring sodium and potassium in processed foods](#)
- [Monitoring sugar in processed foods](#)
- [The accuracy of nutrition declarations on the labels of sugar-sweetened carbonated beverages and processed cheeses sampled in 2023](#)

Since 2003, under the Salt Reduction Programme the FSAI has monitored the sodium and potassium content of 11 food categories, which are notable contributors to dietary salt intake in Ireland. The publication of the 2024 update to the *Monitoring sodium and potassium in processed foods* report marked 20 years of monitoring sodium in prepacked foods in Ireland.





Goal 8: Monitor reformulation in the foodservice sector

Salt in pizza sold in foodservice outlets



There is a lack of nutrition composition information for food products sold in the Irish foodservice sector. In September 2023, a convenience sample of 60 pizzas was sampled from restaurants and takeaways and analysed by GPAL for the determination of their salt content. The survey found a sample of adult pizzas (n=47) sold in restaurants and takeaways in County Dublin contained on average 7.27 g of salt, ranging between 3.34–11.01 g. Children's pizza (n=13) contained on average 2.73 g of salt ranging from 1.31–4.68 g. This report provided a basis for developing the maximum per serving salt targets for pizza sold in foodservice outlets. Additional details can be found in [*Benchmarking the salt content of pizza sold in the foodservice sector in 2023*](#).

Nutrient content of children's meals sold in foodservice outlets

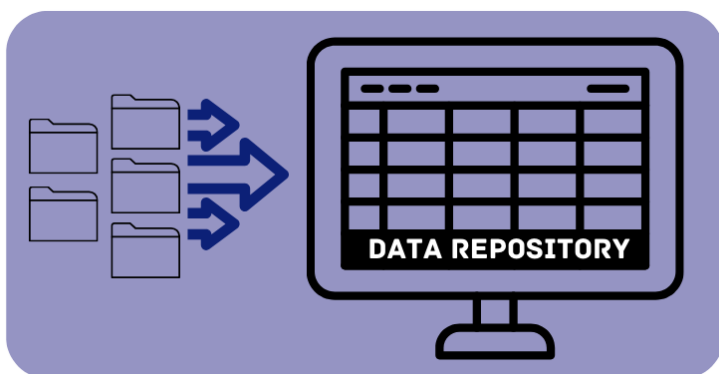


In February 2024, the task force commissioned market research by Ipsos B&A with the aim of determining, the most popular meals offered on children's menus across various foodservice outlets in Ireland. Respondents reported the most popular meals offered were chicken nuggets and chips (49%), pasta with sauce (11%), other chicken option (9%), beef burger and chips (7%), pizza (4%), chicken curry (3%), roast dinner (3%) and sausage and chips or mash (2%).

Between September and October 2024, informed by the Ipsos B&A survey findings and based on pragmatic decisions, a convenience sample of children's meals (n=84), (including chicken nuggets and chips (n=18), pasta and sauce (n=16), burger and chips (n=17), chicken curry and rice or chips (n=17) and sausage and mash or chips (n=16)) were collected from standalone restaurants, hotel restaurants, takeaways and pubs that serve food in County Dublin. Samples were sent to a private laboratory for nutrient analysis. The findings of this analysis will provide a baseline to inform guidance and recommendations to improve the nutrient quality of children's meals and evaluate progress.

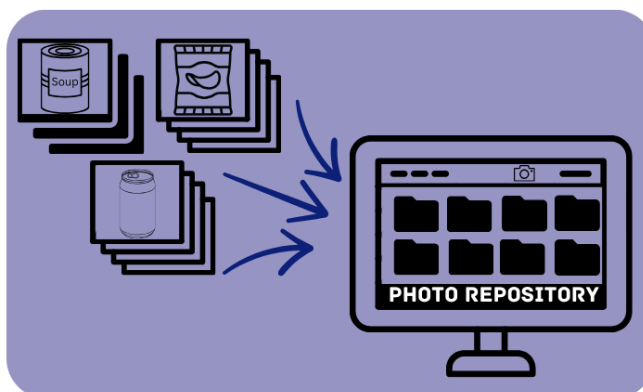


Goal 9: Maintain a data and photo repository



To support reformulation monitoring, in 2023 the task force compiled pre-existing datasets and recently collected food product label and nutrient composition data into a data repository. Throughout 2024, the task force continued to maintain and add to the data repository.

The task force also established a photo repository to store photographs of food labels collected as part of monitoring activities and provided to the task force. The task force will continue to add to the photo repository throughout 2024. This serves as a record of nutrient content against which, future monitoring can be compared.





Goal 10: Identify and access pre-existing datasets to support reformulation monitoring

A *Roadmap for Food Product Reformulation in Ireland* indicates the task force will monitor food reformulation between 2015 and 2025, using sales weighted average reductions based on data purchased from a commercial data provider. However, to date it has not been possible to identify a data provider to fulfil the requirements of the task force to complete comprehensive monitoring of the nutrient composition of foods in the 40 priority food categories on the Irish market. In light of this, the task force will monitor reformulation progress using a variety of data sources including pre-existing data accessed from research groups and, where provided, from the food industry.

In 2024, the task force was provided with databases from three research groups (Figure 10) including:

- Irish National Food Ingredient Database 7, University College Dublin
- Food product information for staple foods from 2014, 2017 and 2021, Dublin City University
- Food product information from 2021, extracted from foodDB, University of Oxford.

The task force will continue to collect data directly from the market, engage with commercial data providers and accept data from external sources in order to determine reformulation progress on the Irish market.

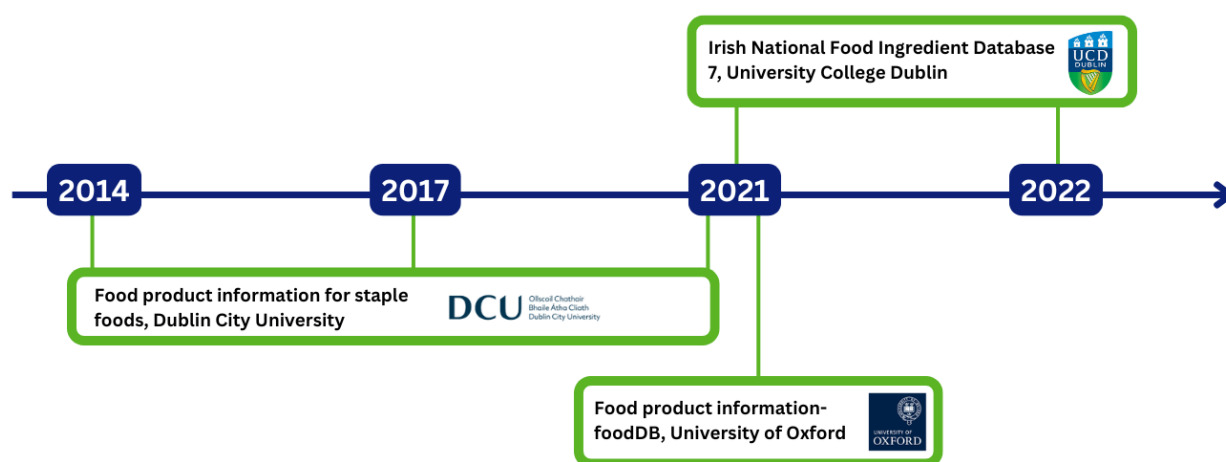


Figure 10 Timeline corresponding to data provided by research groups



Goal 11: Leverage technology to facilitate efficient reformulation monitoring

As previously mentioned, the task force utilises a cloud-based labelling and information system, CLAS-IRE, to support food product label collection and information extraction. This system was developed by the National Nutrition Institute in Slovenia and licensed by the task force for use (Pravst *et al.*, 2022).

In 2024, the system underwent an update to improve its usability and efficiency, and the task force provided upgrade ideas and testing for the new system. The updated system was used by the task force for the 2024 market snapshot data collection.



Web scraping has the potential to provide efficiencies in food product nutrient composition monitoring. In 2024, the task force contributed towards an FSAI policy for web scraping and has identified three tools to support web scraping pilot testing.

The task force is also engaging in discussions with counterparts in other countries across Europe on the use of technology to support food reformulation monitoring. The group will continue to meet, share experiences and learn from each other in 2025.



Goal 12: Review of priority food categories

The Irish Universities Nutrition Alliance completed the National Adult Nutrition Survey II between 2021 and 2022. In 2024, the task force commissioned a review of the priority food categories for food reformulation in Ireland against the up-to-date food consumption data. This analysis was completed by the Dietary Survey's Team at UCD. This review found that whilst foods contributing to adult dietary intakes of saturated fat, sugar and salt had changed, it had not resulted in a significant change in priority food categories for all population groups. The review did not result in a change to the current 40 priority food categories for food reformulation. A summary of the analysis can be found in the report [Food Reformulation Task Force: Priority Food Categories Monitoring Report](#).



Goal 13: Participate in Joint Action PreventNCD



JA PreventNCD
Joint Action Prevent Non-Communicable Diseases

The [Joint Action Prevent Non-Communicable Diseases \(JA PreventNCD\)](#) was established in 2024 and will run until 2027. Cancer and other NCDs represent a significant portion of the disease burden in Europe, much of which is preventable. JA PreventNCD is designed to address this challenge by supporting strategies and policies that aim to reduce the burden of cancer and NCDs, focusing on both personal and societal risk factors.

The task force is involved as an affiliated entity (under the Health Service Executive National Cancer Control Programme, which is the lead partner for Ireland) in subtask 5.3.2 of Work Package 5 on Regulation and Taxation. This subtask will involve integration of new datasets and codification in the Best-ReMaP food categorisation approach. For Ireland, this involves the collection of nutrition composition data for food products in two food categories which were previously collected for Best-ReMaP in 2021; breakfast cereals, and fresh dairy products and desserts.

As part of the market snapshot undertaken in 2024, food label and nutrient composition information for 422 breakfast cereals, 627 yoghurts, and 265 desserts were collected. In 2025, these products will be classified according to the Best-ReMaP categorisation guidelines and submitted to JA PreventNCD. In addition, in 2024, the task force attended six webinars and one in-person event hosted by JA PreventNCD.



Goal 14: Identify research needs and commission or complete research

Throughout 2024, the task force both commissioned and undertook research related to food reformulation. Research needs are identified by the task force and communicated in the FSAI Research Priorities report. Where research is needed to

progress an area of work, the research is commissioned or completed by the task force. The task force also participates in research consortia and supervises research projects as requested and where the outcomes are of interest to the work of the task force. In 2024, the task force completed research on the healthfulness of the Irish retail food environment, sugar reformulation progress under different policy measures, the relationship between reformulation to achieve an improved nutrient profile score and percentage reduction targets, popular



children's meals in the foodservice outlets and their preparation, the sugar and caffeine composition of sugar-sweetened carbonated beverages including energy drinks and modelling the impact of 10% salt reduction on population dietary salt intakes. The task force also contributed to national and international research projects by participating in advisory groups, Delphi panels, providing key informant interviews, attending workshops and completing surveys. A detailed overview of the research outputs by the task force are detailed in the report [Food Reformulation Task Force: Priority Food Categories Monitoring Report](#).



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