



The Food Reformulation Task Force Progress Report 2025



Údarás Sábhálteachta Bia na hÉireann
Food Safety Authority of Ireland



The Food Reformulation Task Force

Progress Report 2025

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The Exchange, George's Dock, IFSC,
Dublin 1, D01 P2V6

T +353 1 817 1300

E info@fsai.ie

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Abbreviations

CACF	commercially available complementary foods
CLAS	Composition and Labelling Information System
DoH	Department of Health
EU	European Union
FRT	Food Reformulation Task Force
FSAI	Food Safety Authority of Ireland
FSVO	Federal Food Safety and Veterinary Office
GPAL	Public Analyst's Laboratory, Galway
HDHL	Healthy Diet for a Healthy Life
INDI	Irish Nutrition and Dietetic Institute
INFID	Irish National Food Ingredient Database
IUNS	International Union of Nutritional Sciences Conference
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
SCRN	Sugar and Calorie Reduction Network
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 partnership between the Food Safety Authority of Ireland (FSAI) 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 in Ireland. Food reformulation is a strategic approach that brings together public health priorities, industry expertise, and consumer expectations. Consumers want healthier and sustainable foods, and food reformulation plays an important role in delivering this. Around the world, reformulation has proven to be an effective, scalable, and equitable tool for improving population health. Reducing salt, saturated fat, sugar, and calories in our food supply is not about removing enjoyment from food, instead, it is about improving population health and ensuring that our food system evolves in step with our society's needs. The need for this has never been greater, with high numbers of people in Ireland living with overweight and diet-related chronic diseases such as heart disease, type 2 diabetes, and some cancers. It is against this backdrop that the *Roadmap for Food Product Reformulation in Ireland* was developed and is being implemented.

The Food Reformulation Task Force progress report for 2025 highlights key achievements throughout the year in implementing *A Roadmap for Food Product Reformulation in Ireland*. In the fourth year of implementation of the Roadmap, the task force executed a comprehensive plan to drive and monitor reformulation progress and communicate transparently and regularly. A key achievement in 2025 was collaborating with the World Health Organization and the Swiss Federal Food Safety and Veterinary Office to host the European Salt Action Network (ESAN). ESAN aims to harmonise salt reduction programmes among European countries, facilitating the sharing of best practices and experiences. Ireland's role in hosting ESAN demonstrates our continued commitment to salt reduction and international leadership in food reformulation.

Throughout 2025, 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. cakes, pastries and buns, biscuits, commercially available baby and toddler foods and savoury noodle-based products), in-person events, national and international presentations, technical publications, social media campaigns, regular newsletter updates and one-to-one engagement. To extend the reach of the task force, they collaborated with State bodies such as Bord Bia, Teagasc and Enterprise Ireland, as well as healthcare professional representative groups and research bodies and institutions. The extent of engagement with the task force has been commendable, and we would urge stakeholders to continue to engage in this work.

In the fourth year of implementation of the *Roadmap for Food Product Reformulation in Ireland*, the task force published six reports with a focus on monitoring progress and setting nutrient thresholds and targets for prepacked foods and children's meals sold in the foodservice sector. The continued regular and early publication of monitoring results and targets is in line with the task force's commitment to work transparently. These monitoring reports demonstrate that, while progress is being made in some food categories e.g. yoghurts, breakfast cereals, other categories have seen limited progress and more work needs to be done. In recognition of this, the implementation period for the Roadmap has been extended for an additional 2 years, until the end of 2027. A process and outcome evaluation of the implementation of the Roadmap, completed by Crowe Ireland in 2025, outlines implementation priorities over the next 2 years.

As we move into 2026, we call on the food industry to continue to engage with the task force and to transparently publish their reformulation commitments and progress against these commitments. The extension to the period for implementation of the Roadmap provides an opportunity to build on the current momentum and bring healthier food products to market, making the healthier choice the default choice for consumers. Through commitment, creativity and collective efforts, we can create meaningful change in our food system, ensuring consumers have access to a healthier and more equitable food system, benefiting long-term population health.

Mr Greg Dempsey



**Chief Executive Officer
Food Safety Authority of Ireland**

Mr Matthew Doyle

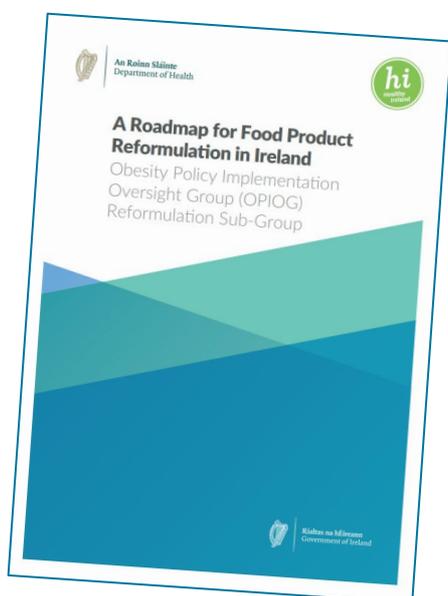


**Head of Healthy Ireland
Department of Health**



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; Kilduff *et al.*, 2024; Moore Heslin *et al.*, 2023). 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 recommended health-based upper thresholds (Irish Universities Nutrition Alliance, 2024; Kehoe *et al.*, 2023).



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 calls on the food industry across the food system including manufacturers, retailers, foodservice outlets, and ingredients suppliers to reduce the energy (calories), sugar, saturated fat and salt in the foods they make and sell. Food composition monitoring data demonstrates that while progress is

being made in some food categories e.g. yoghurts, breakfast cereals, other categories have seen limited progress and more work needs to be done. In recognition of this, the implementation period for the Roadmap has been extended for an additional 2 years, until the end of 2027.



Overview of 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. The task force is a multi-disciplinary team with skills in nutrition, food science, research, public health, data science, and administration. 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.

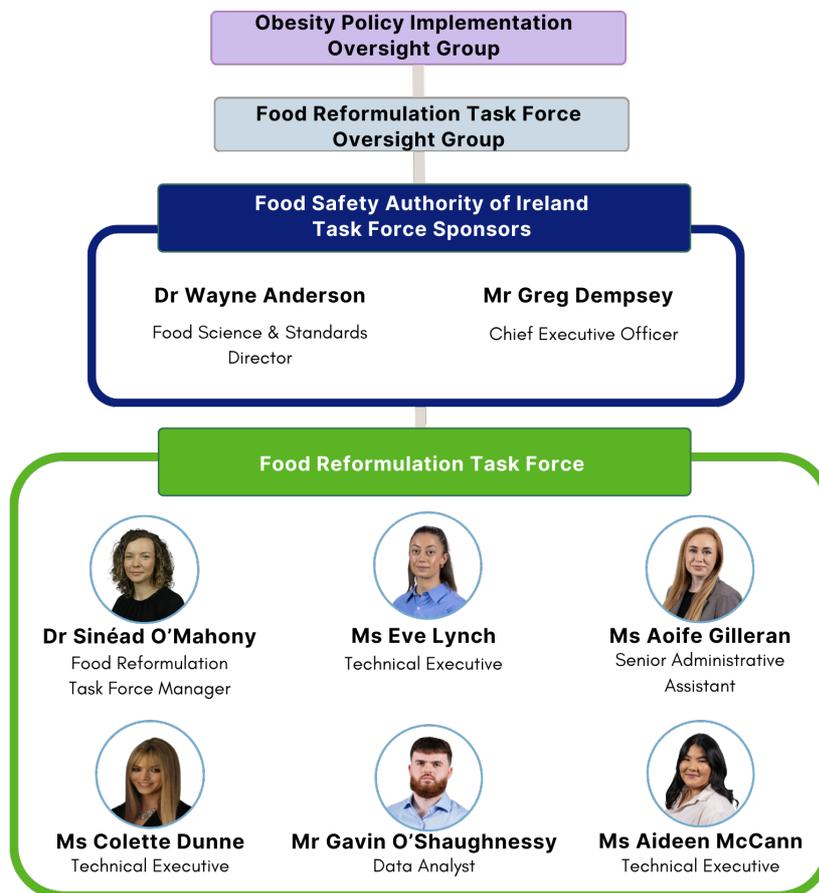


Figure 1 Governance and organisational structure of the Food Reformulation Task Force

The task force marked its fourth year of implementing *A Roadmap for Food Product Reformulation in Ireland* in 2025. Throughout the year, a comprehensive workplan was implemented to drive, monitor, and communicate reformulation progress across Ireland.



Food Reformulation Task Force 2025 key achievements

The continuation of the Task Force until 2027

Extension of Food Reformulation Task Force Agreement

The Food Safety Authority of Ireland, together with the Department of Health, have announced an extension to the implementation of *A Roadmap for Food Product Reformulation in Ireland*. The Food Reformulation Task Force will now continue to

180+ stakeholder meetings

5 newsletters

4 food category meetings

675+ FRT network members

Successfully hosted...

FROM PLAN TO PRODUCT
IMPLEMENTING THE FOOD REFORMULATION ROADMAP

ESAN 2025
Welcome!

7,850+ food product labels collected

Launched...

Food Reformulation Courses

Making Healthier Food Products

Launch

Reformulation Ingredient and Solution Provider Directory

4 monitoring reports published

Monitoring Sodium and Potassium in Processed Foods

Monitoring Sugar in Processed Foods

Nutrient Content of Children's Meals sold in the Foodservice Sector

Monitoring reformulation progress in priority food categories 2025

Finalisation and publication of thresholds for new product development

Mapping exercise of public food procurement

JA PreventNCD

Provided data for 1,000+ dairy based and breakfast cereal food products

EU FABLE branded food database

Key achievements of the Food Reformulation Task Force in 2025 include:

- A new Service Level Agreement, extending the Food Reformulation Task Force and Implementation of the Roadmap for Food Product Reformulation, until the end of 2027 was signed. This extension recognises that while reformulation progress is being made in some food categories e.g. yoghurts, breakfast cereals, other categories have seen limited reformulation progress and more work needs to be done.
- The task force completed a broad programme of stakeholder engagement in 2025, including over 180 stakeholder meetings, four food category meetings, 13 key presentations at national and international meetings and forums and to third-level students. The task force also circulated five newsletters, completed a social media campaign and grew the reformulation network to over 675 members.
- A comprehensive programme of food reformulation monitoring was undertaken, including food product label information for over 7,850 products across 21 priority food categories, and sampling cakes, pastries and buns from the Irish market for sugar and saturated fat analysis, and ready-meals for salt analysis. The task force also accessed preexisting data, Irish Nutrition and Food Ingredient Database 3 (2008/2009).
- To determine compliance of commercially available complementary foods (CACFs) with reformulation targets, the task force collected food product information for 404 baby and toddler food products on the Irish market in 2025. Alongside this, shelf space for CACFs was measured to investigate the proportion of shelf space given to appropriate and inappropriate CACF products.
- In response to industry feedback on challenges in applying percentage reduction targets to New Product Development, the task force finalised and published *Energy and Target Nutrient Thresholds for Use in New Product Development*, to provide nutrient thresholds to meet when developing new food products across 13 priority food categories.
- The task force developed and published a number of tools to promote and enable adoption of food reformulation by the food industry including; 1. an e-learning module *Making Healthier Food Products* available through the FSAI learning portal, 2. An *Ingredient and Solution Provider Directory* listing organisations who can support reformulation, and 3. An update to the *Decision Tree and Calculator*, to account for the publication of *Energy and Target Nutrient Thresholds for Use in New Product Development*.
- In line with the task force's commitment to operate transparently, the task force published updates to the *Monitoring Sodium and Potassium in Processed Foods* report outlining changes in the sodium content of breakfast cereals between 2003 and 2024. In this report,

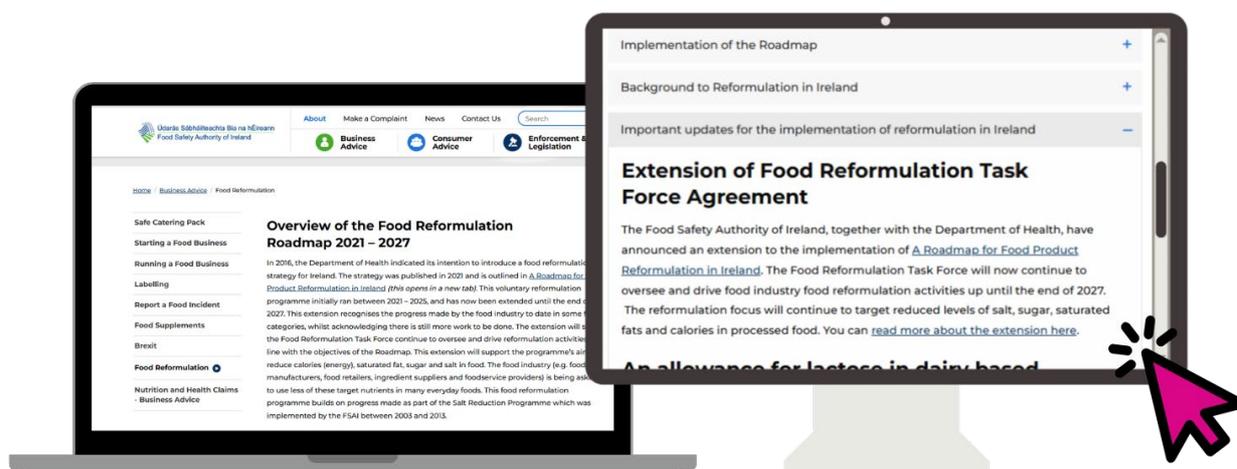
statistically significant reductions in sodium were observed in six breakfast cereal subcategories with reductions ranging from 57% to 64%.

- To continue to progress reformulation in the food service sector, the task force published a report on the *Nutrient Content of Children's Meals sold in the Foodservice Sector*, outlining the majority of popular children's meals sampled in 2024, were high in energy (calories), saturated fat, total sugar and salt and in many instances exceed the recommended daily nutrient intakes, particularly for younger children. These findings were used to inform guiding principles to support all stakeholders in the Irish foodservice sector to improve the nutrient quality of meals offered on children's menus, in line with food-based dietary guidelines.
- Recognising the potential for healthier public food procurement to leverage reformulation across the food supply, the task force collaborated with the Office for Government Procurement to embed guidance for nutrient thresholds for healthier public food procurement across 13 priority food categories. The task force also completed a mapping exercise of public food procurement and identified considerations for healthier public food procurement.
- The task force hosted two successful events related to reformulation. The first was the European Salt Action Network, a network under the auspices of the World Health Organization and chaired by Switzerland. This meeting promoted the exchange of information and the harmonisation of salt reduction programmes in Europe. The meeting was opened by Prof. Mary Horgan, Chief Medical Officer and demonstrating Ireland's continued commitment to salt reformulation. The task force also hosted an event From Plan to Product: Implementing the Food Reformulation Roadmap at the Convention Centre, Dublin. The aim of the event was to showcase reformulation implementation, highlighting strategic and practical enablers.
- In 2025, the task force completed substantial delivery of our commitments to the JA PreventNCD project, providing data for over 1,000 dairy based and breakfast cereal food products which will be added to the EU FABLE branded food database in due course.
- Under the direction of an Evaluation Steering Committee, the task force commissioned Crowe Ireland to complete a process and outcome evaluation of the implementation of the *Roadmap for Food Product Reformulation in Ireland between 2022 and 2025*. The evaluation found the task force had delivered on all its obligations under the SLA and had progressed 16 of 18 components of the Roadmap. The evaluation findings and recommendations will guide the work of the task force in 2026 and 2027.



Goal 1: Open and transparent communication

Webpage



The Food Reformulation [webpage](#) was kept up to date throughout 2025. There were 6,018 website views over the year. The task force added eleven 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 six reports and report updates which can be accessed under the publications tab on the website. The published reports are outlined in Figure 2.

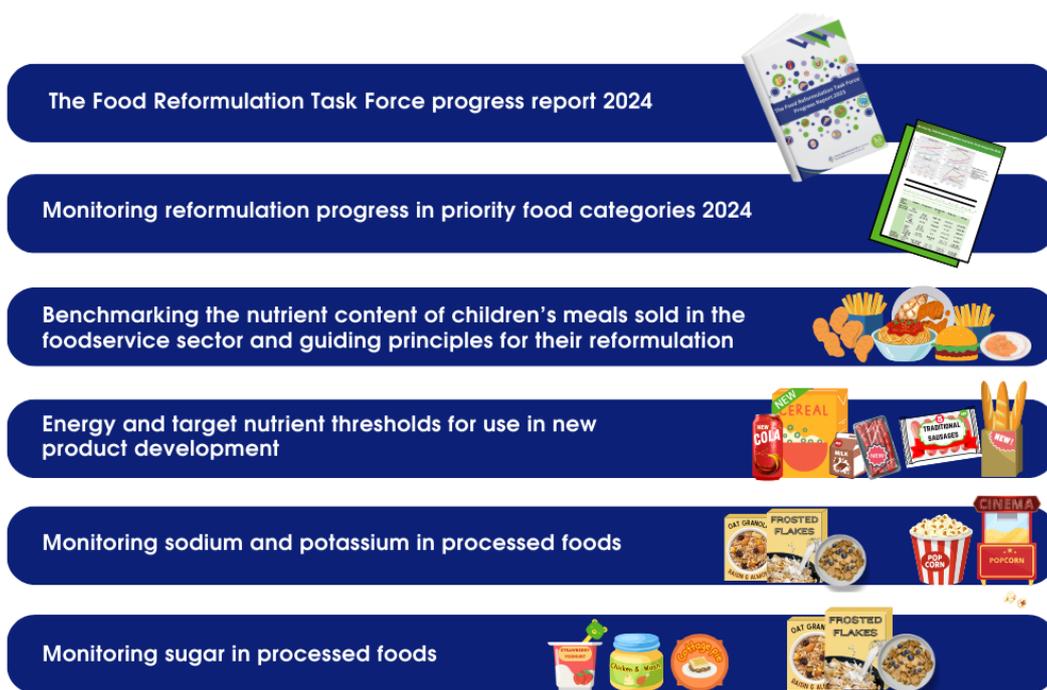


Figure 2 List of reports published in 2025 available on the Food Reformulation Task Force webpage



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, including 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 2025, providing information on the reformulation programme's aims and progress. Throughout 2025 the work of the task force featured in three media articles across the Irish Examiner, The Journal and Retail News. The task force also published one news item communicating an extension to the Food Reformulation Task Force (Figure 3).



Figure 3 Images of the Food Reformulation Task Force in the media

Social media campaign

A 6-week social media campaign ran in 2 batches between May and October 2025. The campaign included six posts, published on multiple social media platforms including LinkedIn, Instagram and Facebook, some of which are shown in Figure 4. The aim of the campaign was to raise awareness of the reformulation targets, remind food retailers, manufacturers, and the foodservice sector that it's not too late to reformulate and highlight published reports that support making foods targeted to children healthier.

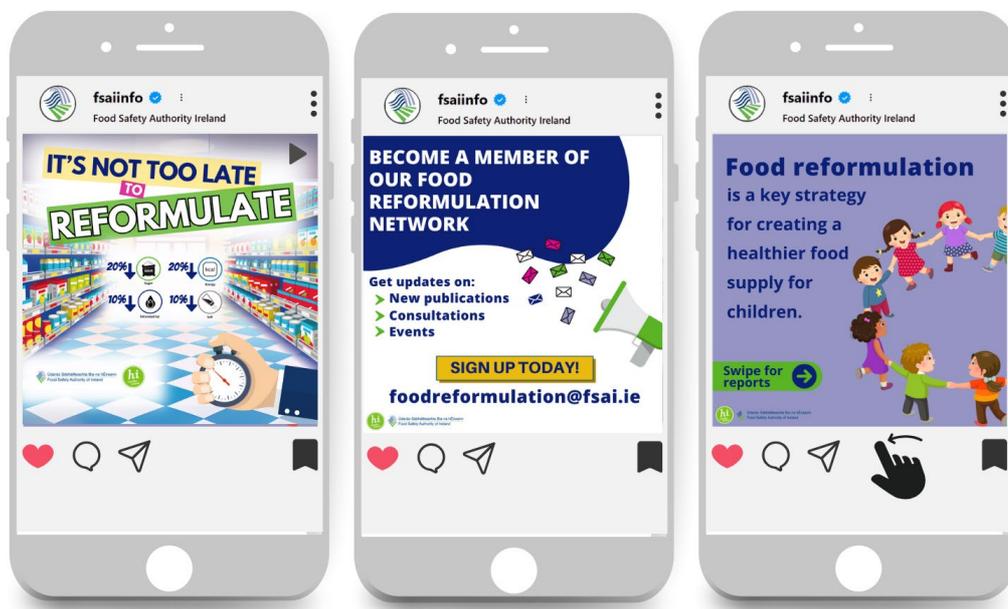


Figure 4 Examples of social media posts used in the 2025 Food Reformulation Task Force social media campaign

Posts were developed using a variety of formats (i.e. reel, carousel, image) to maximise reach and engagement. Across all 4 social media platforms the campaign received over 26,177 impressions with 540 likes/reactions. The campaign contributed to a 14.4% increase in the number of Food Reformulation Task Force network members.

Food Reformulation Task Force newsletter

The task force circulated 5 newsletters to the Food Reformulation Network, which grew to a total of 675 members in 2025. The newsletters provided updates from the task force on recently published scientific reports, upcoming events, the availability of resources and scientific publications of interest (Figure 5).



Figure 5 Newsletters sent to the Food Reformulation Network in 2025

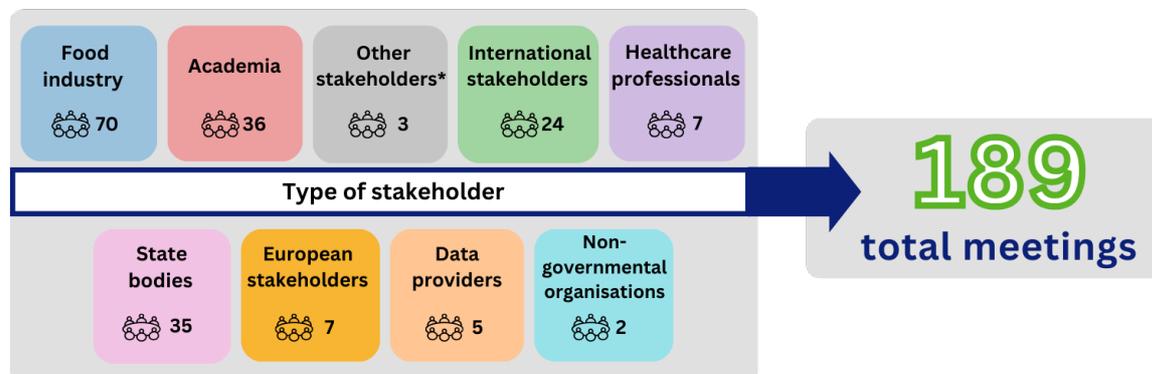


Goal 3: Engage widely and regularly with stakeholders on food reformulation

Stakeholder engagement

Throughout 2025, the task force engaged in 189 stakeholder meetings (Figure 6) with representatives from the food industry, State bodies, academia, solution providers, colleagues across the European Union (EU) implementing reformulation programmes, research networks and others. These meetings were in the form of one-to-one information exchanges, category information exchanges, conferences, and update meetings to share food reformulation monitoring updates and progress. Stakeholder meetings are an important part of the task force engagement approach, providing opportunities to communicate reformulation targets and priorities, as well as answer stakeholder specific queries and take feedback on board.

2025 Stakeholder Meetings



*included learning material content provider and participation on discussion panel

Figure 6 Summary of 2025 stakeholder meetings

Priority food category meetings

Throughout 2025, the task force hosted four priority food category meetings, these included cakes, pastries and buns; biscuits including crackers; CACFs; and savoury noodle-based products. Food manufacturers, retailers, wholesalers and ingredient suppliers were invited to attend these meetings (summary of attendance is outlined in Figure 7). The aim of the meetings was to outline the reformulation targets and update the food industry on where additional reformulation is needed. In addition to the updates from the Food Reformulation Task Force’s monitoring results, national supports were also highlighted by Teagasc and Enterprise Ireland. Dr Grace O’Malley, the Obesity Research and Care Group Lead at the Royal College of Surgeons Ireland joined the category meeting on CACFs. Dr O’Malley presented on the impact of overweight and obesity on children’s lives and long-term health.



Figure 7 Category meetings held throughout 2025 including the number of attendees at each meeting

Retailer engagement

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 2025, the task force engaged with food retailers through a variety of communication channels including:

- One-to-one meetings
- Presentations at the FSAI Retail Forum
- Food category meetings
- In-store visits to collect food product nutrient composition information by four of the five large retailers (Dunnes Stores declined to provide access).



In July 2025, the task force wrote to retailers requesting them to increase transparency on their reformulation commitments and progress. Two retailers, Lidl and Aldi advised they have published commitments, and Aldi has also published their progress against these commitments. Musgrave advised they are advancing their health and wellbeing strategy, with work ongoing including improvement of the nutritional profile of their Own Brand range however commitments have not been published. Dunnes Stores declined to publish their commitments and progress. Tesco did not respond in writing.



Goal 4: Host annual reformulation event

On 5 December 2025, the Food Reformulation Task Force hosted an event *From Plan to Product: Implementing the Food Reformulation Roadmap* at the Convention Centre, Dublin. The event was open to food manufacturers, retailers, the out-of-home (OOH) foodservice sector, and others with an interest in food reformulation in Ireland.



The aim of the event was to showcase reformulation implementation, highlighting strategic and practical enablers. The event included an opening address from Mr Greg Dempsey, Chief Executive Officer at the FSAI and an update from Professor Mary Horgan, Chief Medical Officer at the Department of Health. Dr Sinéad O'Mahony, Food Reformulation Task Force manager provided an update from the task force (Figure 8). The keynote address on a strategic approach to food reformulation was presented by Dr Aisling Aherne, Senior Nutrition Scientist at Kerry.

Case study presentations from representatives of the food industry highlighted work currently being undertaken in food reformulation by Nomad Foods, Flahavan's, and Silver Pail Dairy. Exhibitor stands showcasing Teagasc and Enterprise Ireland's national supports available for food reformulation were present on the day. There were 105 attendees, 58 of which were food industry representatives.



Figure 8 Representatives of the Food Safety Authority of Ireland, the Department of Health and the Event Chair at the From Plan to Product: Implementing the Food Reformulation Roadmap event

From left to right: Sinead O'Mahony, Food Safety Authority of Ireland; Suzanne Campbell, Event Chair; Fiona Ward, Department of Health; Greg Dempsey, Food Safety Authority of Ireland; Matthew Doyle, Department of Health.

Key takeaways from the panel discussion

The event also included a panel discussion, chaired by Suzanne Campbell, that brought the contributors from throughout the day to discuss key topics related to food reformulation.

Some key take aways included:

- **Strategic enablers of reformulation:** It is important to have organisational buy in and support to enable reformulation across the product portfolio.
- **Acceptability to the consumer:** Reformulation is most successful when the reformulated product remains acceptable to the consumer. This sometimes means following a reformulation 'by stealth' approach, balancing goals with what can be achieved while maintaining food product characteristics and reformulating slowly and consistently to bring the consumer along with us.
- **Reformulation strategy:** Reformulation can be achieved by ingredient reduction or substitution. Where possible, ingredient (e.g. salt and sugar) reduction over time without

substitution is preferable. The end goal is not product innovation but making the healthier option the default option for the consumers without price increases.

- **Transparent reformulation:** The task force encourages transparent reformulation, publishing monitoring reports regularly and encourages the food industry to also transparently publish reformulation progress and commitments.
- **The future of reformulation in Ireland:** Reformulation progress is being regularly monitored and where sufficient progress is not deemed to have been achieved, the introduction of mandatory measures to stimulate reformulation will be explored.



Goal 5: Host European Salt Action Network 2025

In October 2025, the task force hosted the 17th European Salt Action Network. This network, under the auspices of the World Health Organization (WHO) and chaired by Switzerland, promotes the harmonisation of salt reduction programmes in Europe. Professor Mary Horgan, Chief Medical Officer at the Department of Health, delivered the welcome address, emphasising Ireland's leadership in salt reduction, the importance of collaboration and the network's progress since 2007 (Figure 9).

This was a 2-day meeting, with the first day including country updates on salt reduction progress from 9 European countries, an overview of mandatory measures for salt reduction and discussions on prevention strategies for cardiovascular disease. The task force presented an overview of the national interventions to reduce population salt intakes, including reformulation under the Roadmap. Day 2 included a presentation from the WHO, updating members on the work and activities related to salt. The final sessions covered salt reduction in the OOH sector.

The meeting was attended by 13 countries (including Ireland) as well as national and international nutrition and public health experts. The meeting provided an opportunity to learn from and network with colleagues implementing reformulation programmes across the WHO European Region. Hosting ESAN 2025 demonstrated Ireland's commitment to and investment in food reformulation.



Figure 9 Representatives of the Food Safety Authority of Ireland, the Department of Health, the World Health Organization and the Federal Food Safety and Veterinary Office at the European Salt Action Network Meeting

From left to right: Dr Wayne Anderson, Director Food Science and Standards, FSAI, Prof Mary Horgan, Chief Medical Officer, Department of Health, Dr Kremlin Wickramasinghe, Regional Adviser for Nutrition, Physical Activity and Obesity, WHO, Dr Michael Beer, Deputy Director, Head of Food and Nutrition, FSVO.



Goal 6: External engagements and presentations

The task force employed a variety of communication channels to reach pertinent stakeholders throughout 2025. 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 2025 are listed in Table 1.

Table 1 Key presentations given by the Food Reformulation Task Force in 2025

Date	Presentation title
30 January	WHO and Department of Health Obesity Demonstrator: Overview of food reformulation in Ireland (2021–2025)

Date	Presentation title
25 March	Sugar and Calorie Reduction Network (SCRN): Reformulation targets for baby and toddler foods
9 April	Healy Group Food Innovation Day: Overview of food reformulation in Ireland (2021–2025)
14 May	Irish Nutrition & Dietetic Institute (INDI) Fresenius Kabi Research Symposium 2025: Investigations into the healthfulness of children's menus in the Irish foodservice sector
2 June	Bord Bia - Bloom: Panel discussion on healthier food environments.
11 June	Nutrition Society Irish Section Conference 2025: What's in a meal: Preliminary findings on the energy density of children's meals in the foodservice sector
11 June	Nutrition Society Irish Section Conference 2025: How well do baby and toddler foods meet Ireland's first reformulation targets?
29 August	International Union of Nutritional Sciences Conference (IUNS): Assessing the potential impact of salt reformulation on non-discretionary dietary salt intakes in Irish adults
4 September	Bord Bia Origin Green Product Health and Nutrition Targets seminar: Overview of reformulation in Ireland
15 September	INDI Lunchtime Webinar: The nutrient content of children's meals served in the Irish foodservice sector
30 September – 1 October	WHO - European Salt Action Network (ESAN): A Roadmap for Food Product Reformulation: Update from Ireland
5 November	Healthy Diet for a Healthy Life (HDHL) Board Meeting: Overview of food reformulation in Ireland
25 November	HSE Healthy Weight for Children Annual Learning and Sharing Event: Reformulation of Commercially Available Complementary Foods in Ireland

Nutrition Society Conference Irish Section 2025

The task force presented two oral presentations at the Nutrition Society Irish Section conference 2025 including; *What's in a meal: Preliminary findings on the energy density of children's meals in the foodservice sector* and *How well do baby and toddler foods meet Ireland's first reformulation targets?.* This provided an opportunity to present on progress in two key reformulation projects which aim to improve the healthiness of meals offered to children in Ireland (Figure 10).



Figure 10 Task force members delivering presentations at the Nutrition Society Irish Section conference 2025

International Union of Nutrition Science: International Congress of Nutrition 2025



Figure 11 Task force member delivering presentation at the International Union of Nutrition Science: International Congress of Nutrition 2025

In August 2025, the task force attended the International Union of Nutrition Sciences Congress in Paris (Figure 11). As well as attending congress proceedings, the task force presented findings of a study assessing the potential impact of salt reformulation on non-discretionary dietary salt intakes among adults in Ireland.

Bord Bia Origin Green Forum on Product Health and Nutrition Targets Seminar

Throughout 2025, the task force collaborated with Bord Bia on their product health and nutrition targets. In September 2025, the task force presented an overview of the *Roadmap for Food Product Reformulation in Ireland* at an Origin Green Forum on Product Health and Nutrition Targets seminar. The forum was well attended by Irish food businesses who had the opportunity learn about the national reformulation strategy and explore embedding reformulation targets in the product development strategies.



INDI Lunchtime Webinar: The Nutrient Content of Children's Meals Served in the Irish Foodservice Sector



In September 2025, the task force contributed to the INDI hosted webinar entitled *The nutrient content of children's meals served in the Irish foodservice sector*. There were 71 INDI members in attendance. The task force presented an overview of the healthfulness of children's meals offered on menus in foodservice outlets and shared

guiding principles for their reformulation. The event provided an opportunity to highlight the key role of dietitians in foodservice operations and how they can support reformulation efforts in the sector. The webinar was recorded and is available for on-demand viewing through the INDI website.

Health Service Executive: Healthy Weight for Children Annual Learning and Sharing Event

In November, the task force presented at the Health Service Executive: Healthy Weight for Children Annual Learning and Sharing webinar.

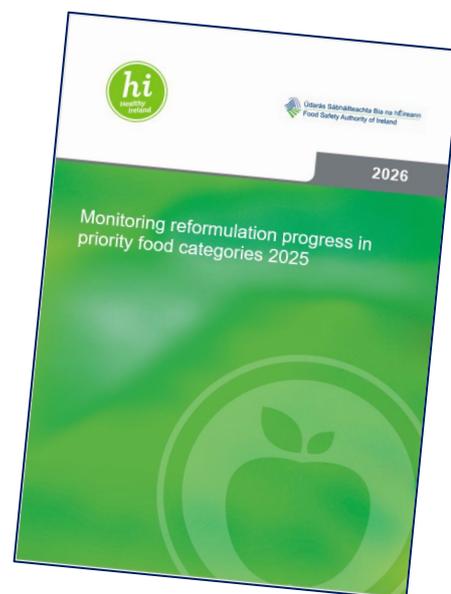
The webinar included a series of presentations and panel discussion focused on nutrition in the early years. The task force presented on the reformulation targets for baby and toddler foods and joined a panel discussion. The webinar provided an opportunity to raise awareness of the reformulation targets for CACFs amongst health professionals.





Goal 7: Monitor the reformulation of priority food categories

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 has created an innovative monitoring approach using a variety of data sources, including pre-existing data accessed from research groups, data collected from the market directly and commercial data purchased from data providers.



These data sources are compiled in a data repository which was expanded in 2025 to include:

- Irish National Food Ingredient Database 3; including branded food product information collected alongside the National Adult Nutrition Survey I between 2008 and 2010.
- Data on foodservice market share and frequently offered food options from Meaningful Vision.
- Mintel Global New Product Database 2025–2027.
- Food composition information for 16 priority food categories collected directly by the task force using the Food Composition and Labelling Information System cloud-based branded food database software.

In 2026, the *Food Reformulation Task Force: Monitoring Food Reformulation in Priority Food Categories* report will be updated using the information described above.

Market snapshot

In 2025, the task force repeated the collection of food product label information for the 21¹ priority food categories. Food product information was collected for over 7,950 food products using the *Food Composition and Labelling Information System (CLAS) for Ireland*. The food product label information will be extracted throughout 2026 and reported in 2027.



Sampling and laboratory analysis

In 2025, the task force completed a broad programme of pre-packed and non-prepacked food sampling and laboratory analysis. Cakes, pastries and buns were sampled and sent to Galway Public Analyst’s Laboratory (GPAL) for sugar analysis and Cork Public Analyst’s Laboratory for saturated fat analysis. Prepacked ready meals and Chinese takeaway meals (from takeaways and restaurants) were sampled and sent to GPAL for sodium and potassium laboratory analysis (Figure 12).

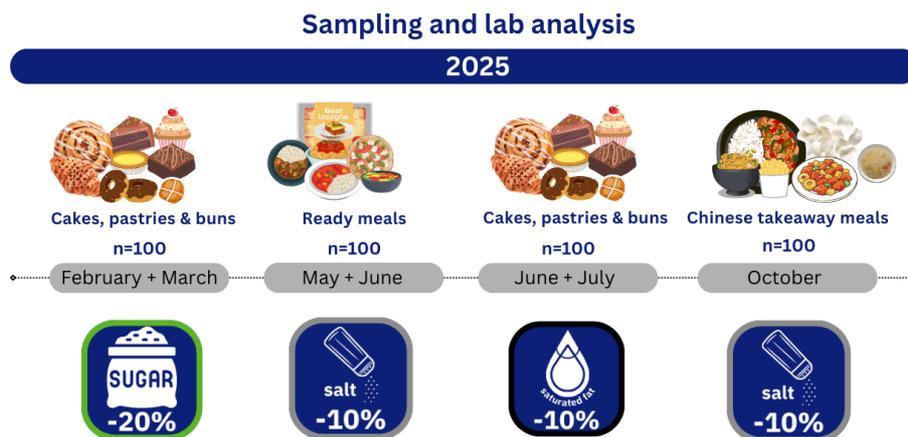


Figure 12 Timeline of food sampling for sugar, salt and saturated fat analysis in 2025

¹ Beef & veal ready meals, Biscuits including crackers, Burgers, Butter (over 80% fat), Cakes, pastries & buns, Chipped, fried & roasted potatoes, Chocolate confectionery, Fish & fish products (canned fish), Ice-creams, Meat pies & pastries, Meat products, Non-chocolate confectionery, Nuts & seeds, herbs & spices, Other fat spreads (40%-80% fat), Peas, beans & lentils, Poultry & game ready meals, Processed potato products, Rice puddings & custard, Savoury snacks, Syrups & preserves, Vegetable & pulse dishes

Publication of reformulation monitoring reports

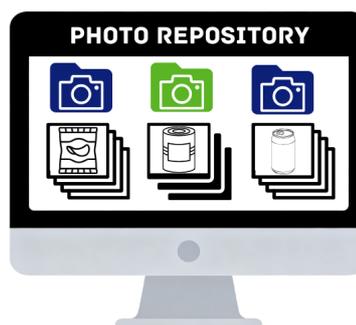
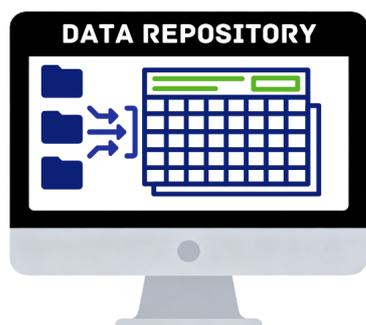


In September 2025, the monitoring reports based on analysed sodium, potassium and sugar results were updated with the 2024 results for ready-to-eat breakfast cereals and CACFs. The reports can be accessed at the following links:

- [Monitoring sodium and potassium in processed foods](#)
- [Monitoring sugar in processed foods](#)

Data and photo repositories

The task force has created data and photo repositories to support in food reformulation monitoring. Throughout 2025, these repositories were updated with the data and photos collected as part of the food reformulation monitoring activities described here.





Goal 8: Leverage technology to facilitate efficient reformulation monitoring



Web scraping has the potential to provide efficiencies in food product nutrient composition monitoring. In 2025, the task force identified three tools to support web scraping and pilot tested these tools to determine their suitability. The pilot was completed and the most suitable web scraping tool was chosen. To determine the accuracy of the web scraped data, a comparison will be made between the data collected online and in store during 2025 market snapshot.

In 2025, the task force adopted PowerBI as a tool for data visualisation and interpretation. As a use case, the task force has used PowerBI to track operational data. In 2026, the task force will explore the publication of branded food product data using PowerBI, this is in line with our commitment to operate transparently.



Goal 9: Develop and publish reformulation targets

In June 2025, the task force published [Energy and Target Nutrient Thresholds for Use in New Product Development](#). The report outlines energy (calories) and target nutrient thresholds for use in new product development in 13 food categories prioritised for reformulation in Ireland. An energy and target nutrient threshold for a food category or subcategory is intended to be a maximum limit for the energy (calories) or nutrient in a new product that is being developed in that category or subcategory of foods. Food businesses are asked to not exceed this threshold and, if at all possible, aim for a lower level of energy (calories) or nutrient in a new food product. The energy (calories) and target nutrient thresholds have been developed to address industry feedback on the challenges of applying percentage nutrient reduction targets to new products.





Goal 10: Improve the nutrient composition of foods targeted to children

Improving the nutrient content of commercially available baby and toddler foods

Commercially available complementary foods (CACFs) are defined as manufactured food or drink which is marketed as suitable for feeding infants (under 12 months) and young children (12–36 months). In 2024, the task force published reformulation targets for CACFs on the Irish market. These targets include a request to retailers to limit the shelf space available to inappropriate CACFs. In 2025, the task force measured the supermarket shelf space allocated to inappropriate CACFs. The aim was to determine the proportion and prominence of shelf space allocated to inappropriate CACFs. For the purpose of this analysis, inappropriate CACFs were defined as products which mimic foods on the top shelf of the children’s food pyramid e.g. biscuits, crisps, cakes and confectionery. As part of the annual market snapshot, shelf space allocated to all CACFs (appropriate and inappropriate) on supermarket shelves was measured in a convenience sample of 14 supermarkets across 4 of the top 5 retailers in Ireland².

The findings concluded that 107.2 m² of shelf space was allocated to CACFs across the 14 supermarkets. Of this shelf space, approximately 48% was allocated to inappropriate CACFs. Where high prominence (Endcap facing front of store, checkout end and checkout side) shelf space was allocated to CACFs, 89% of the shelf space was allocated to inappropriate CACFs.

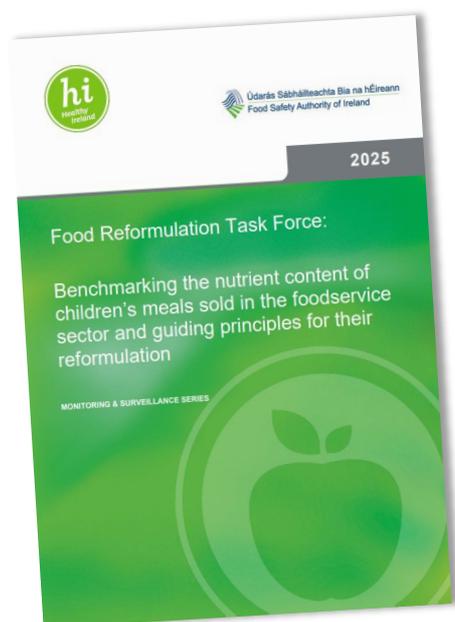
In 2025, the task force also completed a market snapshot of all CACF products sold on the Irish market. This data will be used to determine nutrient changes in CACFs on the



² Worldpanel by Numerator. *Grocery Market Share – Ireland* [Internet]. Dublin: Numerator. Available from: <https://market.worldpanelbynumerator.com/ie/grocery-market-share/ireland>

market between 2017 vs. 2021 vs. 2025. The findings of this analysis will be reported in the 2025 monitoring report.

Improving the nutrient content of children's meals sold in foodservice outlets



The OOH foodservice sector is asked to play its part in reducing children's dietary intakes of energy (calories) and target nutrient content (saturated fat, sugar and salt), as outlined in the *Roadmap for Food Product Reformulation in Ireland*. To date, there has been a lack of nutrient composition information for children's meals sold in the Irish foodservice sector. In 2024, informed by the Ipsos B&A survey findings, a convenience sample of popular 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.

Meals were analysed for their nutrient content by an accredited private laboratory. Nutrient analysis results informed a 2024 benchmark for the nutrient content (energy (calories), total fat, saturated fat, total sugar and salt) of children's meals sold in foodservice outlets in County Dublin in 2024. This benchmark was subsequently used to inform the guiding principles to improve the nutrient quality of children's meals sold in foodservice outlets.



The survey found the majority of meals were high in energy (calories) (kcal/meal), total fat (g/meal), saturated fat (g/meal), total sugar (g/meal) and salt (g/meal), and in many instances exceeded the recommended daily nutrient intakes, particularly for younger children. In line with food-based dietary recommendations, the guiding principles for the reformulation of children's

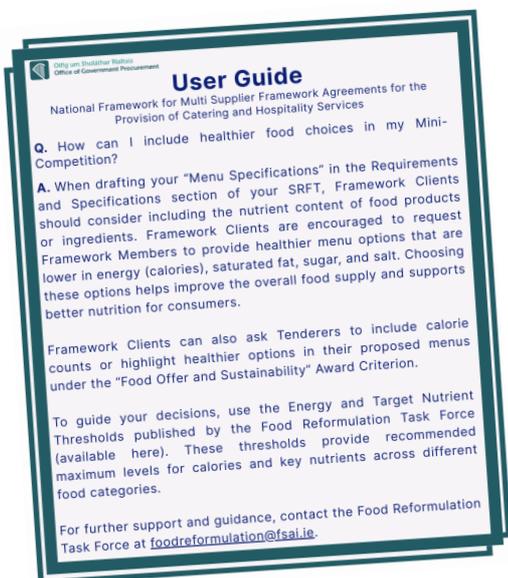
meals are intended to support all stakeholders in the Irish foodservice sector to improve the nutrient content of children's menus. Specific guidance is outlined for the food supply chain, food supply operators, guidance for improving the nutrition composition and portion size of children's meals. Full details of the survey methodology, nutrient content results and accompanying guiding principles can be found in the [Benchmarking the Nutrient Content of Children's Meals Sold in the Foodservice Sector and Guiding Principles for their Reformulation](#).



Goal 11: Map the public food procurement system in Ireland

Improving the nutrient content of food purchased through public food procurement

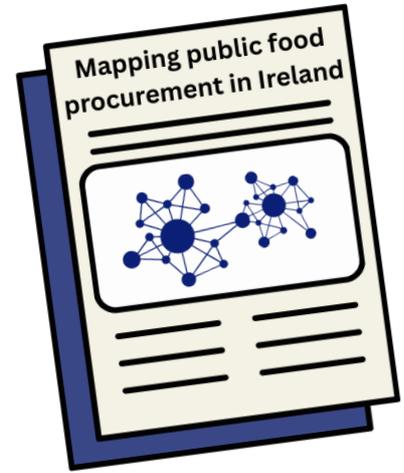
A Roadmap for Food Product Reformulation in Ireland highlights the potential for public food procurement, both in the health sector and in other public sectors such as local government, to act as a lever for food and drink reformulation. The Roadmap recommends public procurement is incorporated into the overall strategic approach for reformulation and states that Ireland should seek to be an exemplar of best practice in the area at EU level. To advance this, the task force engaged with the Office of Government Procurement (OGP) throughout 2025. The aim of this engagement was to identify entry points for healthier public food procurement in Ireland.



Following this engagement, *The Energy and Target Nutrient Thresholds for Use in New Product Development*, described under Goal 7, were embedded into the OGP's *User Guide: National Framework for Multi Supplier Framework Agreements for the Provision of Catering and Hospitality Services*. Guidance advising on the use of these thresholds in future tender specifications will lead to the selection of lower energy (calories), saturated fat, sugar and salt food options purchased through public food procurement.

Mapping public food procurement in Ireland

A second project completed in 2025 to advance this goal was mapping the public food procurement system in Ireland. This work identified current public food procurement practices and considerations for improving the healthiness of foods purchased through public food procurement. These considerations will inform the development of a discrete project on healthier public food procurement in 2026.



Goal 12: Develop guidance and tools for the food industry to support with reformulation

E-learning on food reformulation

An online module titled [Making Healthier Food Products E-Learning](#) was developed and published in 2025. The module, which is freely available on the FSAI learning portal, was primarily developed for small and medium enterprises to support them in creating reformulation plans to improve the healthiness of their food product.

The module covers how nutrient intakes affect health, the role of food reformulation, its benefits and challenges and how to use tools and strategies to make food products healthier.

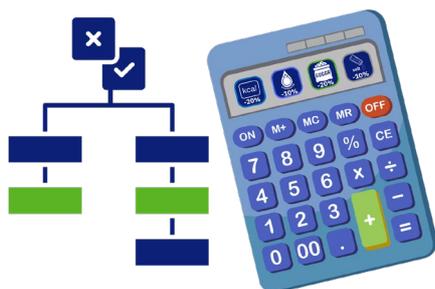


Ingredient and solution provider database

The ingredient and solution provider directory was developed to facilitate food businesses to identify and engage with ingredient and solution providers for food reformulation. This directory will be added to. If you are an Irish registered ingredient or solution provider and would like to be included in the directory, please contact foodreformulation@fsai.ie.



Decision tree and calculator



The [decision tree and calculator](#), developed to support the food industry to determine their food product reformulation baseline and reformulation goals, was updated to account for the publication of [Energy and Target Nutrient Thresholds for Use in New Product Development](#).



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. In 2025, the task force recategorised approximately 1,300 yoghurt and breakfast cereal products into the OQALI categorisation structure for addition to the FABLE branded food database. The submission of this data marks the substantial delivery of the task force's commitment to the JA PreventNCD project. The task force will continue to observe subtasks related to reformulation, marketing, portion sizes and public food procurement until the project end in 2027.



Goal 14: Identify research needs and commission or complete research



Throughout 2025, 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 2025, the task force completed research on the compliance of baby and toddler foods with Ireland's first reformulation targets and modelling the potential impact of salt reformulation on non-discretionary dietary salt intakes in Irish adults. The task force also co-supervised MSc projects with University College Dublin, Technological University Dublin and Munster Technological University on assessing potential legal limits for salt in bread, exploring barriers and enablers to providing healthier children's meals in the food service sector, and modelling the potential impact of sugar and saturated fat reformulation on dietary intakes in Irish adults.



The task force also contributed to national and international research projects by participating in focus groups, 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 Category Monitoring Report*.



Goal 15: Evaluation of Roadmap implementation 2022 – 2025

In 2025, a steering committee was formed to oversee the specification and implementation of the of a process and outcome evaluation of the implementation of *A Roadmap for Food Product Reformulation in Ireland* and associated Service Level Agreement (SLA). The evaluation aimed to determine the extent to which the task force implemented the deliverables set out in the SLA, and the components of the Roadmap, as well as examine the efficiency of the task force model in driving food product reformulation.



External consultants, Crowe Ireland, completed a comprehensive evaluation including scientific literature review, benchmark and performance analysis using published task force monitoring reports and broad stakeholder engagement. The evaluation concluded that the task force model, with ringfenced resources and budget and a strong oversight model was an effective approach to deliver on a defined programme work. The task force had worked innovatively and effectively and had delivered on all its obligations under the SLA and had progressed 16 of 18 components of the Roadmap. However, reformulation progress was mixed across the 40 priority food categories demonstrating inconsistent adoption of the reformulation targets across the food industry. The evaluation concluded that resources were needed to develop a robust and sustainable branded food monitoring system for Ireland, and that given mixed reformulation progress to date the option of mandatory reformulation measures from 2028 should be explored.



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Údarás Sábháilteachta Bia na hÉireann
Food Safety Authority of Ireland

Food Safety Authority of Ireland

The Exchange, George's Dock, IFSC,
Dublin 1, D01 P2V6

T +353 1 817 1300

E info@fsai.ie



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