

# **Salt Reduction Programme (SRP) - 2010 to 2011**

**Written Achievements and Undertakings  
Submitted by the Food Industry to the Food Safety  
Authority of Ireland (FSAI)**

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## 1. Abbreviations

SRP	Salt Reduction Programme
FSAI	Food Safety Authority of Ireland
IBBA	Irish Bread Bakers Association
IBCA	Irish Breakfast Cereals Association
IDIA	Irish Dairy Industries Association
IHF	Irish Hotels Federation
IASC	Irish Association of Seafood Companies
ITICA	Irish Traditional Italian Chipper Association
ISSA	Irish Soups and Sauces Association
IPS	Irish Prison Service
RAI	Restaurants Association of Ireland
CMAI	Catering Management Association of Ireland
SFAI	Snack Food Association of Ireland
FDII	Food Drink Industries Ireland
UK	United Kingdom
FSA	Food Standards Agency
Na	Sodium
mg	Milligrams
g	Grams

## 2. Sodium/Salt Conversion Factors

- Converting sodium to salt: **Multiply value by 2.54**
- Converting salt to sodium: **Divide value by 2.54**
- Calculating sodium contribution from Sodium Bicarbonate: **Divide value by 3.65**
- Calculating sodium contribution from Monosodium Glutamate: **Divide value by 7.35**
- Calculating sodium contribution from Sodium Nitrate: **Divide value by 3.69**
- Calculating sodium contribution from Sodium Propionate: **Divide value by 4.18**

### 3. Currently Agreed FSAI/Industry Guidelines for Sodium

- Cooked uncured meat products: **600mg Na/100g**
- Black & White Puddings: **600mg Na/100g**
- Bacon: **1300 mg Na/100g** (Maximum value)
- Sausages: **550 mg Na/100g**
- Bread (White and Wholemeal Based Recipes): **450 mg Na/per 100g** (Average value)
- Burgers (Raw, Fresh and Frozen): **400mg Na/100g**

**Notes:**

1. *The above agreed FSAI/Industry Guidelines for Sodium are currently being reviewed and will be discussed and renegotiated where necessary, with industry in 2011*
2. *The FSAI has agreed with industry that salt equivalency labelling will be included on product labels*
3. *The FSAI has advised the industry against the use of salt substitute's for reduction of sodium in products.*

## 4. Frequently Asked Questions about the FSAI-SRP

### **What are the Requirements for Joining the SRP?**

There are no specific requirements in terms of the type, size etc., of company/organisation which joins the programme as the programme is currently voluntary in nature. However, when a company joins the programme the FSAI will ask for a formal written notification of its undertakings in relation to salt reduction for the coming year. This normally happens in May of each year. At this time the FSAI will also ask that the company outlines any achievements (which need to be of a technical nature rather than a marketing promotion) it has made in relation to salt reduction from the previous years. These submissions are normally supported by data etc. from the company which is held confidentially by the FSAI. All the information a company submits is then be captured in a table which is published on the FSAI website in September of each year.

### **What are the Requirements after Joining the SRP?**

After joining the SRP companies or organisation will be required on an annual basis to provide detail of salt reduction work and achievements carried out in the preceding year and outline undertakings for salt reduction in the coming year. The FSAI will require documented proof of all achievements and undertaking

### **Is there Financial Support available from the FSAI for the SRP?**

The FSAI is unable to provide financial support for companies joining its Salt Reduction Programme

### **Is there Technical Support available from the FSAI for the SRP?**

The FSAI will ensure that any technical expertise it has at its disposal or through other competent authorities and organisations will be made available to company's participating in the programme, should they require it. In addition there is technical support available from state bodies such as Teagasc and RELAY. There is also technical assistance available through some members of Food Drink Industries Ireland (FDII).

## 5. Update Period August 2010 - August 2011

### Readers Notes on Written Achievements and Undertakings

The Food Safety Authority of Ireland (FSAI) has endeavoured to ensure the accuracy of the information provided in this table up to and including August 2010. However, by its nature it is an interpreted summary of information received from the food industry. If you feel that the information is incorrect in any way please contact the FSAI on (01 817 1300) as soon as possible to discuss amendments. Indications in the table that updates have not been received (or words to that effect) does not necessarily indicate an unwillingness to participate by a particular company or trade body but may indicate a breakdown in the communication process while compiling the table within the prescribed timescale which may be rectified at a future date. Please also note the following:

- Tables are alphabetically ordered
- Companies producing a number of product lines are grouped together under one heading
- Levels of Sodium are in mg/100g and salt is in g/100g unless otherwise indicated
- Companies and trade associations who have not made a submission to FSAI in the last two years are presumed to no longer be part of the salt reduction programme and as is the policy they are removed from the current update

### Summary of Submissions

- Registered companies/trade associations in the FSAI-SRP 2010-2011 = 58 <sup>a</sup>
- Number of companies/trade associations (excluding new members) unable to provide updates at this time = 5
- Number of companies/trade associations actively involved with updates for the FSAI-SRP 2010-2011 = 52 <sup>b</sup>
- Number of new companies/trade associations participating in the 2010-2011 FSAI-SRP = 5
- Number of companies/trade associations removed from the 2010-2011 FSAI-SRP = 5 <sup>c</sup>
- Number of companies/trade associations approached to join the 2010-2011 FSAI-SRP = 25

#### Notes:

<sup>a</sup> Does not include individual company submissions which are made through representative trade bodies

<sup>b</sup> All companies and trade associations who contacted the FSAI with updates

<sup>c</sup> Indicates cessation of involvement due to failure to respond to FSAI communications for the last two consecutive years, 2009 and 2010.

## Companies Removed from the FSAI-SRP

### *(Alphabetically Listed)*

No new written submissions from these companies or organisations have been received by the FSAI for the last two consecutive years. As is the policy of the SRP the FSAI will remove the listed companies or organisations from this year's programme. However, should these companies or organisations wish to rejoin the programme they may do so at any time.

- Abrakebabra
- Irish Hotels Federation (IHF)
- O'Donohue's Bakery Ltd (*Tullamore*)
- Pallas Foods
- Restaurants Association of Ireland (RAI)

### Notes

1. *The IHF did contact the FSAI and indicated that in 2010 as in 2009, due to current economic circumstances many of its members were in severe difficulty and salt reduction would not be a priority.*
2. *The RAI did contact the FSAI and indicated that they had advised their members on the reduction of salt in their menus and were delighted to have been a part of the FSAI-SRP.*



## Companies not making a new written submission to the FSAI-SRP within the required timescale *(Alphabetically Listed)*

No new written submissions from the listed companies or organisations below have been received by the FSAI this year. The FSAI hopes that all the listed companies are still committed to its SRP. The FSAI would greatly appreciate correspondence from the companies in relation to their plans for salt reduction in the coming year.

- BurgerKing Ltd
- Dunnes Stores
- Jinnys Bakery
- O'Brien's Irish Sandwich Bars Ltd
- Brady Family Ham & Rudd's Fine Foods Ltd

### Notes:

1. *BurgerKing Ltd did contact the FSAI in relation to its submission which is delayed due to company policy on salt reduction now been decided at a European rather than national level. The FSAI hope to receive a submission from the company and will update the table accordingly.*
2. *Brady Family Ham & Rudd's Fine Foods Ltd did make a submission to the FSAI. However, the achievements listed for 2009-2010 were the same as that given for 2008-2009 and as such could not be accepted. In relation to the undertakings provided by the company these were also similar but indicated that a review of the Rudd's breakfast range will be carried out in 2011. This review will involve reducing the salt levels in the sausages and puddings.*
3. *Dunnes Stores did contact the FSAI in relation to its submission which is delayed due to personnel changes within the company. The FSAI hope to receive a submission from the company and will update the table accordingly.*

## Companies Declining to Participate in the FSAI-SRP *(Alphabetically Listed)*

The following companies were invited by the FSAI to participate in the FSAI-SRP for 2010 to 2011. Of the companies invited to participate the IASC, McCluskeys Bakery and Ballymaloe Country Relish (Hyde Ltd), responded to the FSAI. McCluskeys Bakery, and Ballymaloe Country Relish (Hyde Ltd) declined to participate in the programme and the IASC indicated it would consult with its membership for interest in participation. However, no further response was received by the FSAI from the IASC.

- All in All Ingredients
- Bagel Factory, Dublin
- Ballymaloe Country Relish (Hyde Ltd)
- Brogans Bakery, Castlerea
- Buckley's Bakery Tipperary
- Cameo Products Ltd
- Irish Association of Seafood Companies (IASC)
- Irish Traditional Italian Chipper Association (ITICA)
- John Spicers Bakery
- Keelings Group
- Kells Wholemeal, Kilkenny
- Kelly's Bakery, Wexford
- M&D Sunshine Bakery, Waterford
- McCluskeys Bakery, Drogheda
- McDermots Home Bakery, Swinford
- Murphy's Bakery Ltd, Kanturk, Co. Cork
- O'Tooles Bakery, Galway
- Pearl Bakery Ltd, Dublin
- Ryan's Bakery Wexford Ltd
- Soul Bakery, Dublin
- Stafford's Bakery, Gorey
- The Boyne Valley Group, Drogheda
- The West Cork Bakery Ltd
- Traditional Polish Bakery, Dublin
- Twomey's Bakery Ltd, Limerick

## New Members of the FSAI-SRP *(Alphabetically Listed)*

### ➤ Batchelors Ireland

Batchelors Ireland was established in 1935 and is Ireland's leading brand in canned baked beans, peas and pulses. Key brands owned by the company include Batchelors Canned Vegetables, Erin Pour-Over Sauces, Cook in Casseroles, Gravies, Savoury Rice & Marrowfat Peas, Squeez Fruit Juices & Juice Drinks, Amigo Ready-to-Drink Juice Drinks, Lustre Canned Fruit and Picnic Canned Fish. The company are also distribution agents for a number of other major brands including Old El Paso and Green Giant

### ➤ Dew Valley Foods Ltd

Dew Valley Foods are a privately owned independent company producing & supplying a range of cooked bacon products to fast food chains, manufacturers, airline & railway caterers, the sandwich industry, high street caterers, retail outlets and the pub, hotel, restaurant and leisure sectors.

### ➤ Kelkin Ltd

Kelkin Ltd. was established in 1976 and produces an extensive range of products including mueslis, seeds, pulses, snacks, juices, smoothies and vitamins

### ➤ Natures Best Ltd

Nature's Best Ltd is a leading producer of vegetable and fruit based Chilled Convenience Foods, both Own-Label and Branded, for major retail multiples in Ireland. The Company operates from a 60,000 square foot, purpose built factory, in Drogheda employing 250 people. The Nature's Best brand includes a range of prepared vegetables and stir-fry's, a wide range of salads from leafy salads through to convenient Salad Shakers and protein based Meal pots.

**Please Note:** The FSAI is awaiting a detailed submission from Natures Best Ltd in relation to its undertakings for the coming year.

### ➤ Panelto Foods

Panelto Foods produce Ciabatta and Panini for in-store bakeries in retail multiples such as Tesco Ireland and UK, ASDA, Dunnes Stores the sandwich manufacturing industry and wholesale distribution. The company also produces variants of these products with seeds or oats as inclusions or toppings

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Batchelors Ireland</b></p>	<p>This section is not applicable to new members. However, new members can submit any details they wish for inclusion.</p>	<p>The company will undertake a development plan to make the following changes to their product range during this period:</p> <ul style="list-style-type: none"> <li>➤ 10% reduction in salt in Batchelors Baked beans from 0.8g to 0.723g/100g</li> <li>➤ 10% reduction in salt in Batchelors Processed Peas from 0.79g to 0.71g/100g</li> <li>➤ 10-15% reduction in salt across the Erin in-house manufactured Foodservice range</li> <li>➤ 6-20% reduction in salt across Erin Retail Casserole Mixes.</li> </ul>	<p>The FSAI is delighted to welcome Batchelors Ireland to its Salt Reduction Programme and looks forward to working with the company over the coming year.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Dew Valley Foods Ltd.</b></p>	<p>This section is not applicable to new members. However, new members can submit any details they wish for inclusion.</p> <ul style="list-style-type: none"> <li>➤ The company has indicated that it produces a range of low salt products which go further than the current FSAI guidelines or 2010 FSA-UK targets. However, the company's market research finds that different markets require different products with different salt level</li> <li>➤ Some customers in Ireland and UK are using reduced sodium products while some customers in Germany and Denmark are demanding increased salt levels.</li> </ul>	<ul style="list-style-type: none"> <li>➤ In relation to the company's entire range of bacon products there is a commitment to stay within the guidelines/targets for sodium and continue to offer customers a choice when it comes to the levels of sodium</li> <li>➤ In relation to the bacon products produced the following salt/sodium ranges apply:                     <p><b>Salt:</b> 1.01 - 2 .65g/100g (Average of cures 2.02g)</p> <p><b>Sodium:</b> 400mg - 1040mg/100g (Average of cures 800mg)</p> </li> <li>➤ The above represents the range across all of the cures (approx 66 currently) the company produces. Each cure is different and is developed to meet our customer's requirements. The companies most common cures are ranging between 730 - 1020mg/100g of sodium.</li> </ul>	<p>The FSAI is delighted to welcome Dew Valley Foods Ltd to its Salt Reduction Programme and looks forward to working with the company over the coming year.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Kelkin Ltd</b></p>	<p>This section is not applicable to new members. However, new members can submit any details they wish for inclusion.</p> <p>Launched 3 new “no added salt” cereal products:</p> <ul style="list-style-type: none"> <li>➤ Triple Berry Granola 500g: 7.04mg sodium per /100g</li> <li>➤ Fruit &amp; Nut Granola 500g: 13.5mg sodium per/100g</li> <li>➤ Tropical Granola 500g: 22.6mg sodium per /100g.</li> </ul>	<ul style="list-style-type: none"> <li>➤ To launch a range of children’s products with no added salt</li> </ul> <p><b>No Added Salt Rice Cakes 40g:</b></p> <ul style="list-style-type: none"> <li>➤ Mini Rice Cakes &lt;0.00001mg sodium per/100g</li> <li>➤ Mini Rice Cakes with Apple flavour &lt;0.00001mg sodium per/100g</li> </ul> <p><b>Spelt Cereals 375g:</b></p> <ul style="list-style-type: none"> <li>➤ Cocoa Numbers (<i>Spelt Shapes Covered in Cocoa</i>) 0.0001mg sodium per/100g</li> <li>➤ Honey Puffed Spelt Cereal 0.0002mg sodium per/100g</li> <li>➤ To reduce the salt content in part of the rice cake range. Levels are currently very low in these products, all &lt; 0.01mg sodium per/100g. However, the company intends to keep levels at this low level on any new lines &amp; will consider discontinuing 2 rice cake products with added salt &amp; retaining only those versions with no added salt</li> <li>➤ To consider the salt content in all new product launches &amp; keep to a minimum. Where possible all new products will contain not greater than 5mg/100g sodium.</li> </ul>	<p>The FSAI is delighted to welcome Kelkin Ltd to its Salt Reduction Programme and looks forward to working with the company over the coming year.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<b>Natures Best</b>	This section is not applicable to new members. However, new members can submit any details they wish for inclusion.	Awaiting submission from the company on undertakings for the coming year	The FSAI is delighted to welcome Natures Best to its Salt Reduction Programme and looks forward to working with the company over the coming year.

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Panelto Foods</b></p>	<p>This section is not applicable to new members. However, new members can submit any details they wish for inclusion.</p> <p>Achievements 2008 - 2009:</p> <ul style="list-style-type: none"> <li>➤ All breads produced by Panelto Foods have a maximum sodium content of &lt; 450mg/100g</li> <li>➤ The company has indicated that all products have achieved the FSA-UK 2010 targets for sodium of 430mg/100g.</li> </ul>	<p>Going forward Panelto Foods are committed to working towards the 2012 FSA-UK target of 400mg Na /100g before 2012, where it is technically feasible.</p>	<p>The FSAI is delighted to welcome Panelto Foods to its Salt Reduction Programme and looks forward to working with the company over the coming year.</p>



## Existing Members of the FSAI-SRP (Alphabetically Listed)

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>ADM Londis Plc</b></p>	<ul style="list-style-type: none"> <li>➤ The company has indicated that over the past year it has been working on reducing salt in its own brand range of products. The company has a small range of own brand products which are affected by the salt reduction programme including 29 meat products, 2 bread products, 2 cheese products &amp; Londis processed beans &amp; peas</li> <li>➤ With the exception of two suppliers all suppliers to the company have an in-house salt reduction programme which includes Londis own brand labels. These suppliers have also made their submissions to the FSAI through their sector representatives.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Negotiations with seven remaining suppliers for an update on their progress in relation to salt reduction in own brand product lines will continue.</li> <li>➤ The company remains committed to continue working with own brand suppliers of bacon, pork, bread, cheese, canned beans &amp; peas to support the FSAI salt reduction programme &amp; achieve salt reduction targets</li> <li>➤ The company has been informed by some suppliers of technical difficulties in reaching the 2012 FSA-UK targets for product ranges such as bread &amp; processed beans/ peas &amp; as such has received no undertakings going forward for further salt reduction in these products. However, the company remains committed to the programme &amp; fully intend to progress matters over the coming months.</li> </ul>	<p>The FSAI is pleased with the steady progress being made by ADM Londis in its salt reduction programme through on-going negotiations with its suppliers.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Aldi Stores (Ireland) Ltd</b></p>	<p><b>Skinless Sausages:</b> Reduction in salt from 2.0 g/100g to 0.98</p> <p><b>Cooked Sausages &amp; Sausage Meat Products:</b> (<i>White Pudding</i>) Reduction in salt from 2.18 g/100g to 1.42</p> <p><b>Bacon:</b> (<i>Hickory Thick Cut Back Bacon</i>) Reduction in salt from 3.95 g/100g to 2.60</p> <p><b>Ham/Cured Meats:</b> (<i>Back Bacon Joint</i>) New reduced salt product launch with salt at 2.90 g/100g, below current FSA-UK 2010 Target of 3.5g salt/100g</p> <p><b>Bread &amp; Rolls:</b> (<i>White Sub Rolls; Brown Sub Rolls; Crusty White Loaf; Crusty Brown Loaf</i>) Reductions in salt of 68%, 62%, 40.5% &amp; 40.5%, respectively. New product launches of Stone Baked Ciabatta &amp; Pannini; Soft White &amp; Brown Batch; White &amp; Wholemeal Sub Rolls all below current FSA-UK 2010 Target of 1.1g salt/100g</p>	<p>Aldi UK &amp; Ireland will continue to channel time and resource into its salt reduction programme, moving forward towards the FSA-UK 2012 targets. From an Irish context Aldi will pay particular attention to the following during 2010-2011:</p> <ul style="list-style-type: none"> <li>➤ Continue work on reducing salt in existing pork sausage range</li> <li>➤ Continue work on reducing salt in existing bread range</li> <li>➤ Packet soups - work underway on reductions</li> <li>➤ Frozen foods - entire range targeting current FSA-UK 2010 targets.</li> </ul>	<p>The FSAI is very impressed with Aldi Stores salt reduction programme over the last year which shows significant reductions across a range of products. In particular processed meats and bread products which are large contributors to salt in the diet have been significantly reduced.</p>

	<p><b>Baked Beans: (Sugar-Free)</b> New product launch with salt at 0.75 below current FSA-UK 2010 Target of 0.8g salt/100g</p> <p><b>Ready Meals:</b> New product launch of 4 products with salt below current FSA-UK 2010 Target of 0.8g salt/100g</p> <p><b>Standard Crisps:</b></p> <ul style="list-style-type: none"><li>➤ Cheese &amp; Onion - Reduction in salt from 3.95 to 2.60</li><li>➤ Smoky Bacon - Reduction in salt from 1.53 to 1.50. New product launch of 7 products, with 6 at or below the FSA-UK 2010 Target of 1.5g salt/100g</li></ul> <p><b>Salt &amp; Vinegar Products:</b> 3 new products launched below current FSA-UK 2010 Target of 3.1g salt/100g</p> <p><b>Canned Peas:</b> New processed pea product launched below current FSA-UK 2010 Target of 0.5g salt/100g.</p>		
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Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Allied Bakeries Ireland</b> <i>(Northern Ireland)</i></p> <p><b>Member of the Federation of Bakers UK</b></p>	<p><b>Bread &amp; Rolls:</b></p> <ul style="list-style-type: none"> <li>➤ 2010 FSA-UK target achieved in all remaining Sunblest, Kingsmill, Allinson &amp; Allied Bakeries Ireland supplied Retailer Own-Brand Breads by June 2010</li> <li>➤ All Sunblest, Kingsmill &amp; Allinson Rolls have also now achieved 2010 FSA-UK target. On average, salt levels have been reduced by between 13% &amp; 20%</li> </ul> <p><b>Morning Goods:</b> 2010 FSA-UK target achieved in all Kingsmill &amp; Sunblest brands for Potato Farls, Soda Farls &amp; pancake ranges. On average, salt levels have been reduced by approximately 18%</p> <p><b>Fruit Loaf &amp; Hot Cross Buns:</b> 2010 FSA-UK target achieved for all Sunblest &amp; Allied Bakeries Ireland supplied Retailer Own-Label Fruit Loaf, Fruit Brack &amp; Hot Cross Buns.</p>	<p>Allied Bakeries Ireland will ensure that any new products launched will comply with the 2010 FSA-UK/ FSAI targets as a minimum</p> <p><b>Bread &amp; Rolls:</b> Allied Bakeries Ireland supplied Retailer Own-Label Breads &amp; Rolls have been approved for launch by retailers, awaiting packaging declaration updates &amp; artwork approval. Launch timetabled for September 2010. All sodium levels now achieve the 2010 FSA-UK target of 430mg Na per/100g</p> <p><b>Morning Goods:</b> Allied Bakeries Ireland supplied Retailer Own-Label Breads &amp; Rolls have been approved for launch by retailers, awaiting packaging declaration updates &amp; artwork approval. Launch timetabled for September 2010. All sodium levels are now at or below the 2010 FSA-UK target of 500mg Na per/100g.</p>	<p>As in previous years Allied Bakeries has an impressive salt-reduction programme in place &amp; continues to achieve significant reductions across a broad range of bakery products. The FSAI commends the company for its continued support of its programme of salt reduction.</p> <p>The FSAI plans to meet with the IBBA in early 2011 to discuss salt reduction when the results of a recent FSAI survey on breads become available. The results of this survey will be discussed with Allied Bakeries.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>BWG</b></p> <p>Symbol Group Stores, Cash &amp; Carries, &amp; Food Services Divisions:</p> <ul style="list-style-type: none"> <li>• Mace</li> <li>• Spar</li> <li>• Eurospar</li> <li>• Spar Express</li> <li>• Value Centre</li> <li>• XL</li> <li>• BWG Food Service</li> <li>• BWG Wines &amp; Spirits</li> </ul>	<p><b>Bread (Sliced Pan):</b> Sodium reduced from 450mg/100g to 400 which is at the FSA-UK 2012 target for sodium</p> <p><b>Smoked Back Rashers:</b> Currently sodium at 1000mg/100g which is below the FSA-UK 2012 target for sodium</p> <p><b>Pale Back Rashers:</b> Currently sodium at 760mg/100g which is below the FSA-UK 2012 target for sodium</p> <p><b>Spar Black &amp; White Pudding:</b> Currently sodium at 900mg/100g &amp; 960, respectively</p> <p><b>SPAR Crumbed &amp; Traditional Hams:</b> Sodium currently 1000mg/100g which is at the FSA-UK 2010 target for sodium</p> <p><b>SPAR Beans &amp; Peas:</b> Sodium currently 300 mg/100g</p> <p><b>Soup:</b> Three varieties with two below FSA - UK 2012 target for sodium of 250mg/100g</p>	<p><b>Burger Buns &amp; Soft Rolls:</b> Committed to reductions in these categories towards a 2012 target for sodium of 400mg/100g. Gradual reduction of this category has been slowed down for technical purposes &amp; due to manufacturer's feedback from customers.</p> <p><b>Sausages:</b> Short term reduction implemented. Trials are currently in progress where suppliers are working with their seasoning supplier on levels of sodium of 720mg/100g for 2011. Levels of 560mg/100g are theoretical aspirations &amp; have not been verified analytically to date. Work in progress</p> <p><b>Spar Black &amp; White Pudding:</b> Levels are good in comparison. To competitors. Pudding trials ongoing. Objective reduction is 10%</p> <p><b>SPAR Beans:</b> Sodium reduced to 252mg/100g by 2012. Currently below 2010 FSA-UK guidelines but manufacturer will target the FSA-UK 2012 Targets. Over next 2 years salt reductions will be trialled in gradual stages</p>	<p>As with the previous year's update BWG continue to develop their product lines with lower salt contents. The FSAI is impressed with this commitment &amp; the reductions in salt been achieved for bread &amp; rasher products in particular.</p>

	<p><b>Cheese:</b> Five varieties of cheddar, with two, red &amp; white sliced cheddar below FSA-UK 2012 targets for sodium of 720mg/100g</p> <p><b>Sandwich Fillings (High Salt):</b> 5 varieties below FSA-UK 2010 targets</p> <p><b>Sandwich Fillings (Low Salt):</b> 4 varieties below FSA-UK 2010 targets.</p>	<p><b>Soup:</b> Committed to reductions in this category towards a 2012 target for sodium of 250mg/100g.</p> <p><b>Cheese:</b> There are ongoing efforts in the industry to research salt reduction in cheese. However due to the complexities &amp; nature of cheese making the companies suppliers cannot commit to salt reductions until further research is successfully completed.</p>	
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Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Catering Management Association of Ireland (CMAI)</b></p>	<ul style="list-style-type: none"> <li>➤ Continued support of Unilever and other companies with new reduced sodium products</li> <li>➤ Continued support and participation of IHF - Happy Heart Programme. A number of CMAI members have now achieved this award</li> <li>➤ Continues promotion of the FSAI Salt Reduction Programme at association functions, conferences &amp; seminars</li> <li>➤ CMAI members participated in a six week SafeFood Salt Reduction Initiative</li> <li>➤ Student Project under Dr. Ivan Perry's (UCC) on St. Stephens Hospital salt reduction initiative carried out. The project examined if a structured catering initiative could significantly determine food choice and salt intakes in the public sector. The project has been submitted to the HSE Achievement Awards 2010.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The CMAI will continue to actively promote the FSAI Salt Reduction Programme and share salt reduction information amongst CMAI members, other groups and companies.</li> </ul>	<p>The CMAI continue to be a strong leader in the catering sector for salt reduction and the FSAI look forward to receiving an update on the impact of the CMAI participation in the SafeFood Salt Reduction Initiative.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Carrolls Cuisine</b> <i>(Includes Pierre's Food Service)</i></p> <p><b>IAWS Foods UK / Ireland</b></p>	<p>Data on 161 products was submitted to the FSAI. 78% (126/161) of these products are now in-line with 2010 FSA-UK targets.</p>	<ul style="list-style-type: none"> <li>➤ All manufactured products under the Carrolls Cuisine brand &amp; sub-brands confirm to the FSA-UK targets</li> <li>➤ A number of products (some processed meats, sandwiches &amp; ready meals) are being redeveloped &amp; trials are ongoing &amp; planned for the coming year to try &amp; bring these remaining products into line with FSAI &amp; FSA-UK targets.</li> </ul>	<p>Carroll Cuisine submitted an impressive data set to the FSAI on its salt reduction programme which was difficult to summarise in this update.</p> <p>However, as in previous years the company has been exceptional in achieving significant salt reductions across a wide variety of products.</p>



Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Clonakilty Food Company</b></p>	<p><b>Bacon Products:</b></p> <ul style="list-style-type: none"> <li>➤ Development work has continued throughout the year &amp; new products will launch in August 2010.</li> <li>➤ Further reductions in the sodium levels of Clonakilty Mild Cure 250g &amp; Clonakilty Dry Cure 200g to 900mg/100g achieved</li> </ul> <p><b>Pudding Products:</b> Development work on black &amp; white puddings of various retail weights (260g, 280g, 350g &amp; 420g) has continued throughout the year &amp; products are now declaring lower sodium content of 500mg/100g in comparison to 2009 levels which is below the FSAI guideline of 600 mg/100g</p> <p><b>Sausage Products:</b> Due to primary focus been on bacon &amp; pudding projects as outlined above, the company has completed very little work on their salt commitments in sausage products over the last 12 months.</p>	<p><b>Bacon Products:</b></p> <ul style="list-style-type: none"> <li>➤ Launching 1<sup>st</sup> August 2010, Clonakilty Boiling Bacon Joint 750g; Clonakilty Roasting Bacon Joint 750g; Clonakilty Roasting Smoked Bacon Joint 750g. In each of these products the sodium level will be 950mg/100g, significantly below the FSAI guideline for sodium of 1300mg/100g</li> <li>➤ Review of Oak Smoked Bacon over next 12 months to ascertain if the current sodium levels can be reduced</li> </ul> <p><b>Pudding Products:</b> The company will continue to review their pudding products over the next 12 months</p> <p><b>Sausage Products:</b> Committing to undertake renewed development work in 2011 on all sausage lines, with a review to reducing current salt levels further.</p>	<p>The FSAI is pleased to see that the Clonakilty Food Company will soon launch Bacon products which are below the currently agreed FSAI/industry guidelines for sodium in these products. The company's commitment to continue development work for the coming year is also welcomed.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Complete Cuisine</b></p>	<p>Extensive data supplied to the FSAI outlining the company's commitment to salt reduction through negotiation &amp; dialogue with its suppliers.</p>	<p>Continue to review suppliers on an annual basis as part of the company's annual ISO audit</p>	<p>The FSAI commends Complete Cuisine for the level of data submitted &amp; its commitment to the salt reduction programme.</p> <p>However, details of the company's proposed integration of the salt reduction programme into its ISO system highlighted in last year's update should be submitted to the FSAI for review &amp; comment.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Cuisine de France</b></p> <p><b>IAWS Foods UK/Ireland Group</b></p>	<p><b>Savoury Products:</b> 73% (73/100) high volume savoury products are now at or below their target sodium levels. Cooked Sausages are now within target</p> <p><b>Bread Products:</b> As &amp; from July 2010, the majority of breads have reached or surpassed sodium targets. The average sodium level in Cuisine de France bread manufactured in the Republic of Ireland &amp; high volume imported breads is currently 436 mg sodium/100g (1115mg salt/100g product). This equates to 90% of these products at or below 2010 salt targets. The company's salt reduction programme is on target to meet undertaking of 1100mg salt (430mg sodium) average per 100g product by 2010 year end.</p>	<p><b>Savoury Products:</b> Continue to reduce sodium in high volume savoury products currently above FSA-UK salt targets. Sodium reduction trials are well advanced on savoury products which require salt reduction to be compliant with the FSA-UK 2010 target</p> <p><b>Note:</b> <i>The average sodium target for savoury products as indicated will only be reduced when passing internal shelf life &amp; product quality tests at each salt reduction stage</i></p> <p><b>Bread Products:</b> On target to meet undertaking of 1100mg salt (430mg sodium) average per 100g product by 2010 year end</p> <p><b>Note:</b> <i>Similarly the average 430 mg sodium target for bread products is dependent on all further salt reduced products passing internal shelf life &amp; product quality tests at each salt reduction stage.</i></p>	<p>The FSAI notes the company's position in relation to sodium reduction in certain product categories being dependent on shelf life &amp; product quality tests.</p> <p>However, the FSAI is pleased that Cuisine de France continue to reduce salt across a range of products and that levels of sodium in breads in particular, continue to drop.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Euro Toques Ireland</b></p>	<p>Food Forum &amp; Fair held in September 2009, encouraging the production &amp; sourcing of less processed, more natural pork products.</p>	<ul style="list-style-type: none"> <li>➤ Chef development, college workshops, school food workshops &amp; the Happy Heart Eat Out campaign will continue, with a view to educating chefs &amp; the wider public about food quality &amp; healthy eating</li> <li>➤ The policy of fresh, natural, seasonal sourcing will continue for our members</li> <li>➤ In September 2010 a Family Day is planned which will include cookery workshops/demos for children &amp; parents on healthy eating.</li> </ul>	<p>The FSAI is pleased that Euro Toques Ireland continue to provide programmes designed to educate chefs about healthy eating.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Food and Drink Industry Ireland (FDII), IBEC - Meat Sector Group</b></p> <p>Representing:</p> <ul style="list-style-type: none"> <li>• Dawn Farms</li> <li>• Kepak Convenience Foods</li> <li>• Kerry Foods</li> <li>• AIBP</li> <li>• Granby Ltd</li> <li>• Rosderra Irish Meats</li> <li>• Dawn Pork &amp; Bacon</li> </ul>	<p>The FDII Meat Sector Group agreed to provide advice &amp; expertise as required, to new members of the FSAI Salt Reduction Programme to help them overcome technological barriers to salt reduction in meat &amp; meat products</p> <p><b>Sausages:</b> Currently, the average value for this category is 790mg sodium/100g</p> <p><b>Burgers:</b> As reported previously, the group has reached the FSAI 2010 target of 400mg for burgers. There have been reductions in sodium of up to 40% in some burger products</p> <p><b>Cooked Uncured Meat:</b> The FSAI target of 600mg sodium/100g for cooked chicken &amp; turkey has been achieved</p>	<p><b>General Undertaking:</b> FDII has undertaken to play its part in promoting the FSAI Salt Reduction Programme to the wider industry</p> <p><b>Sausages:</b> The group is working towards a target maximum value of 750 mg sodium/100g, which is higher than the level requested by the FSAI &amp; the 2010 FSA-UK targets. However, the group points out that there are differences between the composition of sausages in Ireland &amp; the UK. Once a target maximum value of 750 mg sodium/100g is achieved, the group requests that new targets are agreed on the basis of 2009 FSAI survey results for sausages</p> <p><b>Burgers:</b> The group notes that in recent years sales of products containing added salt have been on steady decline, with the vast majority of consumers now preferring the “no added salt” options</p>	<p>The FSAI is pleased that the FDII Meat Sector Group continues to make substantial undertakings to reduce salt in key processed meat products such as rashers &amp; sausages. The FSAI also commends the group for making available its expertise in salt reduction to other companies.</p> <p>Based on recent FSAI survey results for sodium in processed meats &amp; discussions with the industry, the FSAI will in 2011 agree new sodium guidelines for key processed meat products, with the industry.</p>

		<p><b>Cooked Uncured Meat:</b> The group will continue to reduce salt in this category where technically feasible. They note the 2012 FSA UK target of 300mg &amp; see this as a challenging target for this category</p> <p><b>Bacon Products (Including Rashers):</b> The group has been working towards a target average level of 1300mg sodium/100g. This will be achieved before the end of 2010. The group remains committed to reducing salt in this category, where technically feasible &amp; will work towards the 2012 FSA-UK target of an average of 1150mg sodium/100g</p> <p><b>Cooked Hams &amp; Cured Meats:</b> Similarly, to the bacon category, due to the traditional nature &amp; the requirements for safety of these products, we are working on the basis of average values. The group will continue to work towards an average of 1000mg sodium/100g in these products.</p> <p><b>Puddings:</b> The majority of the products produced by the group's members remain on course to achieve the level of 600mg sodium/100g before the end of 2010, in line with the FSAI request.</p>	
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Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Gala Retail Services Ltd</b></p>	<ul style="list-style-type: none"> <li>➤ Gala Retail Services have begun work with all nominated suppliers on the salt reduction programme , this is ongoing with regular updates from the companies suppliers</li> <li>➤ Each supplier has been notified of the companies support of the FSAI Salt Reduction Programme &amp; some suppliers have submitting salt reduced products for listing with the Gala Group</li> <li>➤ The company wrote to all suppliers to check on their commitment in late 2009 &amp; also in June 2010 to assess the availability of salt reduced products listed with the Gala Group by nominated &amp; approved suppliers.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Gala Retail Services will continue to work with all nominated suppliers on the salt reduction programme &amp; support reduced or salt alternative products being made available to their retailers, consumers &amp; to have these products listed with the Gala Group</li> <li>➤ Suppliers are continuing to submit salt reduced products for listing with the Gala Group</li> <li>➤ Gala Retail Services will write to each of their nominated suppliers to ascertain their commitment to the reduction of salt within their products &amp; to encourage the availability of salt reduced products.</li> </ul>	<p>Gala Retail Service Ltd joined the FSAI-SRP in 2009 &amp; since that time the company has put in place a solid basis for salt reduction through its suppliers. The FSAI is pleased with this steady progress.</p> <p>In 2011 the FSAI will be asking Gala Retail Service Ltd for a detailed breakdown of how precisely they are working with suppliers on salt reduction.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Glanbia Consumer Foods</b> <i>(Brand: Avonmore Soups)</i></p>	<ul style="list-style-type: none"> <li>➤ FSA -UK 2010 Target for sodium achieved across the entire Avonmore soup range</li> <li>➤ 25% of the soups in the Avonmore range are now below the FSA-UK 2010 target for sodium.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Glanbia Consumer Foods have indicated to the FSAI that they have among the lowest salt levels of Irish Soup manufacturers &amp; have an ongoing commitment to keep salt levels at the lowest level acceptable to Irish consumers</li> <li>➤ Glanbia Consumer Foods believe that the current levels of salt in their soups are at the lowest currently acceptable to their consumers based on results from sensory experiments. Glanbia are committed to continuously monitor this situation.</li> </ul>	<p>The FSAI are very pleased that levels of sodium across the entire Avonmore soup range have now reached average levels of 250 mg/100g with 25% of soups less than that.</p> <p>Results of a recently completed FSAI survey on the sodium content of soups in the Irish market will soon be available &amp; discussions with the industry on sodium levels will follow in 2011.</p>



Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Gresham Hotel</b></p>	<ul style="list-style-type: none"> <li>➤ Replaced high-salt commercial stocks with kitchen made stocks</li> <li>➤ Continuing in our support of the Happy Heart Programme</li> <li>➤ Reviewing all new food related purchases for salt content</li> </ul>	<p>The hotel will continue serving chips without added salt.</p>	<p>The FSAI is pleased with the company's continued support of its SRP and its decision to remove high-salt commercial stocks from use. However, the Gresham Hotels undertakings for 2010-2011 are limited.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Horgan's Delicatessen Supplies Ltd</b></p>	<ul style="list-style-type: none"> <li>➤ No low in salt or salt free products were introduced during the past year</li> <li>➤ Where low in salt alternative products are not available, it has been noted that technically it would not be possible to produce the products with a lower level of salt without adversely affecting the product.</li> </ul>	<p>Continue to raise supplier awareness when assessing potential new products &amp; present these for commercial consideration.</p>	<p>The FSAI is pleased with the company's continued support of its SRP. However, the FSAI is disappointed with Horgan's undertakings for 2010-2011 and the lack of detail.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>H.J. Heinz Ireland Ltd</b></p>	<ul style="list-style-type: none"> <li>➤ Launched new range of (Heinz) Weight Watchers frozen pies, developed to meet 2012 FSA-UK targets (Range Average Sodium 300mg/100g)</li> <li>➤ 10% reduction in sodium in (Heinz) Weight Watchers Spaghetti in Tomato Sauce with Parsley &amp; now meets 2012 FSA-UK target of 150mg/100g</li> <li>➤ 12.5% reduction in sodium in Heinz Beans Recipe. Now meets 2010 FSA-UK target for sodium of 300mg/100g (<i>Since 1997 the salt content of this product has been reduced by 40%</i>)</li> <li>➤ 14% reduction in sodium in Heinz Snap Pot Beans meeting 2010 FSA-UK target outlined above</li> <li>➤ Launched new recipe Heinz Tomato Ketchup with 29% lower salt. Now meets 2010 FSA-UK target</li> <li>➤ 22% reduction in sodium across Amoy Stir Fry Sauce range in 2009. All sauces now meet 2010 FSA-UK target of 1200.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Heinz Spaghetti in Tomato Sauce will meet 2012 FSA-UK target of 150 mg/100g sodium in early 2011</li> <li>➤ Reduced salt/sugar variants of Heinz Beans, tomato ketchup &amp; HP Brown Sauce are popular with consumers &amp; will continue to be offered by the company</li> <li>➤ Heinz BBQ Beans will meet 2010 FSA-UK target before the end of 2010</li> <li>➤ New product launches of canned pasta with accompaniments will meet 2012 FSA-UK targets</li> <li>➤ The company plans to gradually reduce the average salt content of its soup range to meet 2010 FSA-UK targets during 2011.</li> <li>➤ Heinz Salad Cream recipe is currently being redeveloped to meet 2010 FSA-UK target</li> <li>➤ Roll-out of newly launched recipe Heinz Tomato Ketchup with 29% lower salt in various size formats throughout 2010.</li> </ul>	<p>As in previous years Heinz have applied salt reduction across a wide variety of products. The FSAI is very pleased that the company has further reduced salt in brand leading products such as baked beans &amp; ketchup.</p> <p>The company's commitments for the coming year is also varied &amp; welcomed particularly plans to reduce average salt content of its soup range.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Irish Pride Bakeries</b></p> <p><i>Also see entry for the Irish Bread Bakers Association (IBBA)</i></p>	<ul style="list-style-type: none"> <li>➤ The company has indicated that in 2009 all of their bread products were at a maximum sodium level of 450 mg/100g &amp; that salt reduction trials &amp; assessments across food safety, quality, production feasibility etc. have been conducted</li> <li>➤ In June - August 2010 the company introduced a further reduction in sodium of almost 5% across their entire bread range i.e. White, Wheaten, Wholemeal, Farmhouse, Wholegrain, Malt Grain &amp; Seeded Breads, in all pack types. The company's current maximum sodium level across its entire bread range is now at 430mg/100g.</li> <li>➤ In terms of total salt reduction it is variable across product types, however, the range is between 14%-18% lower in salt.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The company outlined, the aim of salt reduction in the bread market was for a harmonised reduction process which would recalibrate the consumer's pallet in the acceptance of lower salt breads. The noticeable flavour associations with salt reduction would not be perceived by the consumer as comparative products would have similar reductions made.</li> <li>➤ However, this harmonised process of reduction has not happened &amp; significant flavour differences (salt levels) are now very obvious across regional markets.</li> <li>➤ To avoid commercial difficulties regarding product taste, Irish Pride cannot look at possibilities of further salt reductions where technically possible until a market rebalance is completed.</li> </ul>	<p>Irish Pride Bakeries have completed substantial reductions in the salt content of their products. The FSAI appreciates the position the company finds itself, in relation to its salt reduction programme.</p> <p>The FSAI also understands the effects further reductions may have on the company's market share if harmonised reductions are not seen across the sector.</p> <p>The FSAI plans to meet with the IBBA in early 2011 to discuss salt reduction when the results of a recent FSAI survey on breads become available.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Irish Bread Bakers Association (IBBA)</b></p> <p>Representing:</p> <ul style="list-style-type: none"> <li>● Irish Pride Bakeries</li> <li>● Brennans</li> <li>● Johnston Mooney &amp; O'Brien</li> <li>● Pat the Baker</li> </ul> <p><b>Note:</b>  <i>The IBBA is composed of representatives from the four major plant bread manufacturers in Ireland. The IBBA tracks &amp; addresses key issues for the plant bread market in Ireland &amp; promotes the interests of the sector. The IBBA is a member of the Irish Association of Master Bakers.</i></p>	<p>All bread products produced by our member companies are now within the agreed maximum limit for sodium of 450mg/100g excluding soda bread.</p>	<ul style="list-style-type: none"> <li>➤ The IBBA remains fully committed to working with the FSAI &amp; playing its part in helping to reduce salt consumption in the Irish population</li> <li>➤ The IBBA remain committed to working towards the FSA-UK 2012 target of 400mg sodium per 100g for white &amp; wholemeal bread where technically feasible</li> <li>➤ The IBBA have reiterated their offer to provide facilities &amp; technical expertise to assist current researchers in obtaining practical &amp; transferable results for salt reduction in bread</li> <li>➤ The IBBA ask the FSAI to widen the scope of the salt reduction initiative to include smaller &amp; local bakeries as well as imported bread through the discount retailers.</li> <li>➤ In terms of achieving targets on salt reduction, the IBBA strongly believe that commitments must be universal to ensure that consumers can adapt to lower salt tasting products.</li> </ul>	<p>The FSAI is currently surveying bread products produced by members of the IBBA and other bakeries for sodium levels &amp; will report on these levels before the end of 2010. The FSAI plans to meet with the IBBA in early 2011 to discuss salt reduction when the results of this survey become available.</p> <p>During 2009-2010 the FSAI invited 20 bakery companies outside the IBBA to join its SRP. However, only one of these (<i>Panelto Foods</i>) agreed to join the programme. The FSAI will discuss this issue with the IBBA when it meets in early 2011.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Irish Breakfast Cereal Association (IBCA)</b></p> <p><b>Representing:</b></p> <ul style="list-style-type: none"> <li>● Kellogg's</li> <li>● Nestlé Cereals</li> <li>● Weetabix</li> <li>● Flahavan's</li> </ul> <p><b>Note:</b>  <i>The IBCA represents the interests of the breakfast cereal sector in Ireland &amp; acts as the voice of the breakfast cereal industry &amp; strives to increase the awareness of the importance of breakfast as part of a healthy balanced diet. The IBCA is a member of the European Cereals Association CEEREAL.</i></p>	<p>Since joining the FSAI Salt Reduction Programme in 2005, the IBCA has worked to reduce salt in breakfast cereals by using a self reporting mechanism. With this mechanism the achievements of the association over the previous 12 months on a sales weighted basis are highlighted. In terms of figures on salt reduction the IBCA provides the following.</p> <p><b>1998 to 2005:</b>                  20% reduction in salt content on weighted portfolio basis</p> <p><b>End of 2006:</b>                  Further 10% weighted reduction</p> <p><b>2007 to 2009:</b>                  Further 10% weighted reduction to 40%</p> <p><b>2009 to 2010:</b>                  Further 3% reduction giving a total of 43% on a weighted portfolio basis</p> <p>More specific details on salt reduction are available from companies represented by the IBCA who have made a separate submission to the FSAI.</p>	<ul style="list-style-type: none"> <li>➤ The IBCA has indicated that for 2010 &amp; beyond it plans to continue its strategy to reduce salt levels in its member's products where technically feasible &amp; subject to consumer demand. Within this strategy the IBCA will try to target salt reduction in those products that are most popular with consumers. In this way, the biggest population health impact from a category that doesn't contribute greatly to population salt intake (5% IUNA) will be achieved</li> <li>➤ The IBCA consider the primary focus of salt reduction should be in those products which are most popular with their consumers.</li> </ul>	<p>The FSAI is pleased that the IBCA continues to gradually reduce the salt content of its member's products &amp; welcomes its continued support of the SRP.</p> <p>The FSAI plans to meet with the IBCA in early 2011 to discuss salt reduction when the results of an upcoming FSAI survey on breakfast cereals become available.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Irish Dairy Industry Association (IDIA)</b></p> <p><b>Representing:</b></p> <p><b>Ireland's primary &amp; secondary dairy processors.</b></p> <p><b>Note:</b>  <i>The IDIA promotes the interests of its members at national, EU &amp; international level &amp; provides comprehensive information, advice &amp; representation service to its members. The key issues covered by IDIA include Trade &amp; Market Competitiveness including - EU milk policy, Common Agricultural Policy reform, WTO &amp; global trade; Operational Issues such as environmental &amp; energy issues, &amp; regulatory &amp; technical affairs</i></p>	<ul style="list-style-type: none"> <li>➤ In 2009, IDIA established a working group of Irish Cheese Manufacturers to discuss how the dairy industry can reduce salt</li> <li>➤ In 2009 the IDIA collected data on salt levels in cheddar cheese available on the Irish market</li> </ul>	<ul style="list-style-type: none"> <li>➤ The Irish cheese manufacturing industry remains supportive of the FSAI SRP</li> <li>➤ The maximum salt level in cheddar cheese in 2009 was 2.2% (as per the Irish Dairy Board specification). The industry has indicated to the FSAI they have reached a technical barrier to further reductions. In light of this situation, the industry will appraise further reductions in salt in cheddar cheese products during 2010-2011</li> <li>➤ The IDIA will co-ordinate a meeting with the FSAI to present market data, developments in salt-in-moistures levels in cheddar cheese &amp; discuss research on salt reduction in cheese products</li> <li>➤ The IDIA will co-ordinate a plant visit for the FSAI. The plant tour will demonstrate the cheddar manufacturing process, salting systems &amp; the factors that give rise to variations in salt levels.</li> </ul>	<p>The FSAI is pleased that the IDIA remain supportive of its SRP &amp; acknowledge the undertakings outlined</p> <p>Cheddar cheese is the largest selling cheese in Ireland. While absolute quantities of cheese intake are small in comparison to other foods, cheese contributes to sodium intake. A recent FSAI survey indicates that levels of sodium in cheddar available on the Irish market vary from 520mg/100g to 770mg/100g, suggesting that further reductions are possible across the sector</p> <p>The FSAI encourages the IDIA to further reduce sodium in cheddar by improving process control &amp; making gradual absolute reductions. However, the FSAI will explore all technical issues associated with salt reduction in cheese with the IDIA over the coming year. The IDIA has indicated that research in this area is currently ongoing. Adoption of proposed FSAI guidelines for sodium of 500mg/100g in butter &amp; spreads will also be discussed.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Irish Defence Forces</b> <i>(Directorate of Ordnance)</i></p>	<ul style="list-style-type: none"> <li>➤ The Defence Forces have continued to ensure that salt levels in food contracts are kept to a minimum. Most food contracts are drawdown framework agreements &amp; are renewed only every three years. However, a tender process for vacuum packed beef &amp; bacon has included restricted salt levels as a specification.</li> <li>➤ The purchase of ready-meals &amp; other convenience food items have been minimised during this period. All locations are discouraged from purchasing such items.</li> <li>➤ Chefs are encouraged not to use salt in the preparation of meals.</li> </ul>	<p>The Irish Defence forces will continue to ensure that the following measures, in support of the FSAI Salt Reduction Programme will continue to be implemented:</p> <ul style="list-style-type: none"> <li>➤ Ensure that reduced salt content will be included in all food specifications</li> <li>➤ Maintain close contact with suppliers &amp; emphasise the requirement for reduced salt content in all food items.</li> </ul>	<p>The FSAI is pleased that the Irish Defence Forces remain supportive of its SRP &amp; acknowledge the undertakings outlined for the coming year.</p> <p>The FSAI would like to see the Defence Forces formalise their tendering &amp; procurement processes with specific requirements for salt content using currently agreed FSAI/Industry guidelines for sodium.</p>



Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Irish Prison Service (IPS)</b></p>	<p>The IPS has indicated to the FSAI that in July 2010 it began reducing the amount of the branded product “Low-Low” salt been given to clients on a daily basis.</p>	<ul style="list-style-type: none"> <li>➤ The IPS will be piloting in 3 sites during 2010-2011 the complete withdrawal of salt available for clients at meal times with the intention of rolling this programme out to the 11 other prison sites over the next 12 months</li> <li>➤ The IPS has indicated that they are very much committed to the FSAI salt reduction programme &amp; will continue to do so.</li> </ul>	<p>The FSAI is pleased that the IPS remains supportive of its SRP &amp; acknowledge the undertakings outlined for the coming year in particular its plans for the removal of table salt at meal times in prisons.</p> <p>As with the Defence Forces, the FSAI would like to see the IPS formalise their tendering &amp; procurement processes with specific requirements for salt content using currently agreed FSAI/Industry guidelines for sodium.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Irish Soups &amp; Sauces Association (ISSA)</b></p> <p>Representing:</p> <ul style="list-style-type: none"> <li>● Premier Foods</li> <li>● Unilever Ireland</li> </ul>	<ul style="list-style-type: none"> <li>➤ The ISSA has indicated to the FSAI that its members are at different stages in the salt reduction process &amp; it's not possible to quantify overall reductions for the period 2009-2010 or current average &amp; maximum levels for sodium.</li> <li>➤ However, the ISSA has assured the FSAI that reductions highlighted in last year's update will be achieved before the end of 2010</li> <li>➤ The ISSA also submitted data to the FSAI on reduction of sodium in soups since 2005 (unless otherwise stated): <ul style="list-style-type: none"> <li>● 25% reduction in dry soups</li> <li>● 16% reduction in instant soups</li> <li>● 7% reduction in wet soups</li> <li>● 10.5% reduction in dry sauces &amp; meal makers</li> <li>● 13% reduction in wet sauce (<i>since 2003</i>)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>➤ The ISSA remain committed to reducing salt in the Irish population &amp; to contribute towards this goal by gradual &amp; sustained salt reduction across all members products</li> <li>➤ The ISSA has indicated that salt reductions in dry, instant &amp; wet soups, highlighted in last year's update are on schedule &amp; will be achieved before the end of 2010.</li> </ul>	<p>The FSAI is pleased that the ISSA remain supportive of its SRP &amp; acknowledge the undertakings &amp; achievements outlined.</p> <p>As in 2008 &amp; 2009 the ISSA is asked to present the FSAI with average &amp; maximum sodium levels for the categories of products identified, on a yearly basis up to 2010.</p> <p>Results of a recently completed FSAI survey on the sodium content of soups &amp; sauces in the Irish market will soon be available &amp; discussions with the ISSA on sodium levels in these products will follow in early 2011.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Kellogg Company of Ireland</b></p> <p>Also see the entry for the Irish Breakfast Cereal Association</p>	<ul style="list-style-type: none"> <li>➤ Since 1999, Kellogg has achieved an overall reduction of approximately 44% in salt levels across their product range, from 0.881g sodium/100g to 0.49 g sodium/100g (sales weighted average)</li> <li>➤ Some of the most recent reductions took place between September 2009 &amp; March 2010 &amp; are outlined below. These reductions focused initially on two of the most popular brands - Kellogg's Corn Flakes &amp; Kellogg's Rice Krispies. In both of these brands, the level of sodium was reduced by approximately 30%. However, because these products are both used as the base ingredient in a number of other popular Kellogg's cereal &amp; snacks brands, the benefit across the company portfolio was significant</li> </ul> <p><b>Kellogg's Rice Krispies:</b> 30% reduction in sodium from 650mg/100g to 450</p> <p><b>Kellogg's Coco Pops:</b> 33% reduction in sodium from 450mg/100g to 300</p>	<p>Kellogg's will continue to monitor &amp; review the sodium levels across its entire product range, with the objective of continuing its reduction programme where possible</p>	<p>The FSAI are very pleased that the company has focused on reducing sodium levels in corn flakes &amp; rice based cereal products as requested in last year's update. The FSAI is also pleased that the company has also reduced sodium levels in cereal bars aimed at the children.</p>

	<p><b>Kellogg's Ricicles:</b> 22% reduction in sodium from 450mg/100g to 350</p> <p><b>Kellogg's Rice Krispies Squares Choc Caramel:</b> 14% reduction in sodium from 350mg/100g to 300</p> <p><b>Kellogg's Corn Flakes:</b> 29% reduction in sodium from 700mg/100g to 500</p> <p><b>Kellogg's Frosties:</b> 22% reduction in sodium from 450mg/100g to 350</p> <p><b>Kellogg's Frosties Cereal &amp; milk Bars:</b> 14% reduction in sodium from 350mg/100g to 300</p> <p><b>Kellogg's Crunchy Nut:</b> 22% reduction in sodium from 450mg/100g to 350</p> <p><b>Kellogg's Crunchy Nut Clusters:</b> 12.5% reduction in sodium from 400mg/100g to 350</p> <p><b>Kellogg's Crunchy Nut Bites:</b> 10% reduction in sodium from 500mg/100g to 450</p> <p><b>Kellogg's Crunchy Nut Nutty:</b> 25% reduction in sodium from 400mg/100g to 300.</p>		
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Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Kerry Foods</b></p> <p>Includes Breeo Foods Ltd</p> <p>Also see the entry for (FDII), IBEC - Meat Sector Group</p>	<p><b>Sausages:</b> Following integration, average sodium levels of branded sausages are <math>\leq 790\text{mg}/100\text{g}</math></p> <p><b>Uncooked Cured Meats:</b> Average sodium levels of branded Bacon/Turkey Rashers are <math>&lt;1300\text{mg}/100\text{g}</math></p> <p><b>Cooked Cured Meats:</b> Average sodium levels of cooked cured meat products are <math>\leq 1000\text{mg}/100\text{g}</math> (FSAI 2010 target)</p> <p><b>Sandwiches:</b> Re-launched 'Healthy Ways' range of sandwiches in 2010 to contain <math>\leq 1.8\text{g}</math> of salt/pack (previous target was <math>\leq 2\text{g}</math> salt per pack). 95% of standard packs are at or below target of 2.4g of salt per pack</p> <p><b>Yellow Fat Spreads &amp; Butter:</b> Kerry Foods is meeting the original 2010 average figures of 1.5g/100g salt on the majority of its products excluding those which are sold on their taste properties of being close to butter</p>	<p><b>Sausages:</b> In 2010/2011 Kerry Foods have committed to achieving a sodium level of <math>\leq 750\text{mg Na}/100\text{g}</math> across all brands. Trials on further salt reduction below this level have resulted in some negative feedback regarding flavour. However, the company will continue to work to resolve this matter &amp; remain committed to working towards FSAI 2010 salt targets</p> <p><b>Sandwiches:</b> Work is ongoing with specific raw material suppliers to ensure target of <math>\leq 2.4\text{g}</math> of salt per standard pack is achieved across all variants</p> <p><b>Yellow Fat Spreads &amp; Butter:</b> In 2010/2011 the company will reduce the salt content of its branded spreads by 5%</p> <p><b>Natural Cheese:</b> In 2010/2011 Kerry Foods will continue to work with IDB who are working with their cheese manufacturers to reduce salt levels in cheese. Kerry Foods regularly review status of salt reduction progress with the IDB</p>	<p>The FSAI is pleased that Kerry Foods remain supportive of its SRP &amp; acknowledge the substantial undertakings and achievements outlined. Kerry Foods has an impression portfolio of salt reduction across a wide range of products.</p> <p>The FSAI is very pleased that despite technical difficulties Kerry Foods have committed to continue its programme of salt reduction.</p>

	<p><b>Natural Cheese:</b> Kerry Foods supplier for natural cheese is the Irish Dairy Board (IDB). The IDB purchase specification for cheddar cheese, has taken account of salt reductions developments in the UK with their maximum salt level being reduced from 2.4% to 2.2% in 2009. Consequently, this has resulted in a reduction in average salt-in-moisture from 5.04 in 2008 to 4.97 in 2009. This represents an 8.3% reduction from 2007 salt levels to 2009 levels. These levels discussed above are maximum values. The target level of salt in Cheddar &amp; 22% fat cheese is 1.9% so much of Kerry Foods product is produced at salt levels well below these maximum limits. The average for 2009 was 1.9%</p> <p><b>Processed Cheese Slices:</b> Since 2008, Kerry Foods has achieved an 18% reduction in sodium from 1400mg/100g to 1150</p> <p><b>Branded Cheese Spreads &amp; Triangles:</b> In 2009 reduced the majority of products to the 2010 target of 800mg sodium/100g.</p>	<p><b>Processed Cheese Slices:</b> The company will now meet original 2010 targets for this category. As stated previously, any further reductions will be difficult to achieve as the company has now removed all added salt &amp; reduced sodium based emulsifying salts to a level, below which, product quality &amp; functionality are unacceptable. However, Kerry Foods remain committed to looking at technological developments that may allow delivery of lower sodium levels going forward</p> <p><b>Branded Cheese Spreads &amp; Triangles:</b> The company will achieve the 2010 target of 2g salt/800mg sodium per 100g in all branded cheese spreads &amp; triangles. However, it will be difficult to reduce levels further as all added salt will have been removed</p> <p>Across all product ranges the company is working with retailers to achieve the targets that they have set for their own-labelled products.</p>	
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Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>KP (Ireland) Ltd. / Robert Roberts Ltd</b></p> <p>Also see the entry for Snack Association of Ireland</p>	<p><b>Bacon Bear in the Big Blue House:</b> Sodium reduced by a further 10% from 1000mg/100g to 900 - <i>total reduction since project commenced is 36%</i></p> <p><b>Bacon Rancheros:</b> Sodium reduced by a further 7% from 1500mg/100g to 1400 - <i>total reduction since project commenced is 30%</i></p> <p><b>Salt &amp; Vinegar Barney:</b> This product with sodium of 900mg/100g has been redeveloped &amp; replaced by Pizza Barney with sodium of 500, a reduction of 44%</p> <p>The company has exceeded its 5 year (2005-2010) average sodium reduction target of 18% by volume by end December 2009, across the KP Ireland range, achieving an average of 24%. The company has indicated it has gone beyond targets established in 2005 for 4 out of 5 products in their ongoing product range.</p>	<p><b>Pickled Onion Meanies:</b> Sodium will be reduced by a further 7% to 1300mg/100g by end 2011.</p> <ul style="list-style-type: none"> <li>➤ Products that are reformulated or replaced will be replaced by lower sodium alternatives</li> <li>➤ Review of sodium reduction going forward is ongoing</li> <li>➤ KP Foods (UK) Ltd. sodium reduction work is ongoing, which positively affects KP &amp; other United Biscuits plc snack brands (i.e. McCoy's &amp; Phileas Fogg) which are sold in Ireland.</li> </ul>	<p>The FSAI is pleased that KP Ireland continue their product development work on salt reduction across these products.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Largo Foods</b></p> <p><b>Brands: Hunky Dorys, King &amp; Tayto</b></p> <p><b>Also see entry for Snack Association of Ireland</b></p>	<ul style="list-style-type: none"> <li>➤ Largo Food have indicated that following review of their Crisps, Snacks, Popcorn &amp; Nut products the sodium levels continue to perform well against the competition &amp; category average. Over the period covering 2009 to 2010 the company feel they have exhausted available technologies for salt reduction in snack foods.</li> <li>➤ However, Largo Foods remain committed to sodium reduction across all their products &amp; will continue to develop their products, process &amp; suppliers to target the reduction of sodium</li> </ul> <p><b>Popcorn:</b> Achieved target of average sodium of 700mg/100g across popcorn range equivalent to a 12.5% reduction in sodium</p> <p><b>Salt &amp; Vinegar Products:</b> Achieved average sodium of 1000mg/100g against a target of 900mg/100g across our range, equivalent to a 5% reduction in sodium</p>	<ul style="list-style-type: none"> <li>➤ Technological limitations on the amount of salt reduction achievable have been reached in many products, particularly in relation to functional aspects of these products, e.g. expansion on pellet products.</li> <li>➤ However, for 2010-2011 there will be a commitment to review sodium levels across existing product ranges with a view to reformulating where technically &amp; commercially viable, including the following commitments:</li> </ul> <p><b>Salt &amp; Vinegar Products:</b> Continue to progress the final 10% reduction to average sodium levels for these products to ≤900mg/100g</p> <p><b>Extruded Snacks:</b> The company believe there is scope for further reductions in this category &amp; will target a 15% reduction from the current average sodium levels of 1100mg/100g</p>	<p>The FSAI acknowledges the technical difficulties of salt reduction in snack foods highlighted by Largo Foods. However, the FSAI is very pleased with the substantial reductions achieved by the company across a range of products.</p> <p>The FSAI acknowledges that by their nature some snack foods are salty in taste and as such there are limitations to salt reduction. However, Largo Foods have committed to further reductions in sodium in particular in Salt &amp; Vinegar crisps &amp; extruded snacks were salt reduction is particularly technically challenging.</p>



	<p><b>Crisps:</b> Achieved stated target of 700mg/100g average sodium across crisp range, equivalent to a 10% reduction in sodium</p> <p><b>Extruded Snacks:</b> Exceeded stated target of 1100mg/100g average sodium across extruded snacks range</p> <p><b>Nuts:</b> Achieved target of 1100mg/100g across range</p> <p><b>Pellet Based Snacks:</b> Achieved target of 1200mg/100g across range, equivalent to an 8% reduction in sodium.</p>	<p><b>Nuts:</b> Have set a target to reduce average sodium from 1100mg/100g to <math>\leq 1000</math>mg/100g, equivalent to a 9% reduction in sodium</p> <p><b>Pellet Based Snacks:</b> Will target a reduction from 1200mg/100g sodium to an average of <math>\leq 1100</math>mg/100g, equivalent to an 8% reduction in sodium.</p>	
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Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>La Rouse Foods Ltd</b></p>	<p>16% reduction in salt level in La Rouse Foods Sunripe vegetables.</p>	<p>To monitor salt levels of chocolate products produced on site since June 2010 &amp; check in 2011 if reductions could be achieved.</p>	<p>The company has indicated that it has more data to assess salt levels of its products</p> <p>The FSAI asks that La Rouse Foods be more proactive by instructing their suppliers to source low salt foods</p> <p>As outlined in last year's update the company should set maximum levels for meat products, bread, soups &amp; sauces in line with FSAI and FSA-UK targets and these should be communicated to the companies suppliers and included on specifications for procurement proposes.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Lidl Ireland GmbH</b></p>	<p>Lidl Ireland GmbH joined the FSAI SRP in 2009. To date, all Irish &amp; UK suppliers have been contacted &amp; a supplier review was carried out to establish salt content of products &amp; identify products that exceed the 2010 &amp; 2012 FSA-UK targets</p> <p><b>Ready Meals (with accompaniment):</b> 100% of range meets FSA-UK 2010 &amp; 2012 targets:</p> <ul style="list-style-type: none"> <li>➤ Average Salt Content = 0.63g/100g</li> <li>➤ Maximum Salt Content = 0.76g/100g</li> </ul> <p><b>Sauces:</b> 100% of sauce range (<i>thick sauces/marinades</i>) meets FSA-UK 2010 &amp; 2012 targets:</p> <ul style="list-style-type: none"> <li>➤ Average Salt Content = 0.55g/100g</li> <li>➤ Maximum Salt Content = 0.90g/100g</li> </ul> <p><b>Cakes:</b> 100% of cakes meet the 2010 &amp; 2012 targets</p>	<ul style="list-style-type: none"> <li>➤ From July 2010, Lidl Ireland GmbH will continue to work towards achieving FSA-UK 2010 &amp; 2012 targets which the company are on course to achieve in most product categories</li> <li>➤ The company has extended the salt initiative to include Dairy products (Cheese, Butter, Fat Spreads, Yoghurts) &amp; will work closely with the suppliers of these products in the coming months to reach the FSA-UK targets</li> <li>➤ The company is committed to &amp; will continue to work with Lidl UK &amp; Lidl Stiftung (Germany) to meet the FSA-UK targets for 2010 &amp; 2012.</li> </ul>	<p>The FSAI is very impressed with Lidl Irelands salt reduction strategy. In the last year the company has made significant reductions across a range of products. In particular, processed meats which are large contributors to salt in the diet have been significantly reduced.</p>

	<ul style="list-style-type: none"><li>➤ Average Salt Content = 0.33g/100g</li><li>➤ Maximum Salt Content = 0.50g/100g</li></ul> <p><b>Breads:</b> The average salt content of bread is 1.18g/100g</p> <p><b>Morning Goods:</b> The average salt content of morning goods is 1.57g/100g</p> <p><b>Meat &amp; Meat Products:</b> Average 21% reduction in salt across the range of meat &amp; meat products since 2009</p> <ul style="list-style-type: none"><li>➤ The average salt content of bacon is 3.09g/100g, below the revised 2010 FSA-UK target of 3.13g/100g</li><li>➤ The average salt content of rashers is 3.13g/100g in line with the revised 2010 FSA-UK target of 3.13g/100g</li></ul>		
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Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Marks &amp; Spencer (M&amp;S)</b></p>	<p>The company has achieved 94% of the original FSA -UK 2010 Voluntary Salt Targets (an increase of 25% on the previous year) including many in those categories that are recognised as contributing a large percentage of salt to the diet.</p>	<ul style="list-style-type: none"> <li>➤ The company will continue to work towards achieving all FSA-UK 2010 targets, by the end of the year pending that products are acceptable to consumers</li> <li>➤ The company remains committed to continuing to drive salt reduction across all their foods as part of all product development, within the limitations of safety, quality &amp; customer acceptability.</li> </ul>	<p>The FSAI is pleased that M&amp;S remain supportive of its SRP &amp; acknowledge the undertakings and achievements outlined</p> <p>As in last year the FSAI commends M&amp;S for their comprehensive salt reduction programme which now has 94% of their products at the current 2010 FSA-UK salt reduction targets.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>McCambridge Ltd</b></p>	<p><b>No new written achievements provided</b></p>	<ul style="list-style-type: none"> <li>➤ McCambridge Ltd is not in a position to further lower sodium levels in their main lines as it will compromise the traditional products they produce</li> <li>➤ However, the company remains committed to the FSAI programme &amp; will consider the programme when developing new products</li> <li>➤ With soda bread there is quite a high level of sodium because of added sodium bicarbonate but not necessarily added salt. Sodium bicarbonate is critical to the process &amp; has the same function as yeast, helping the bread to rise. The present level of sodium in soda bread is 500mg per/100g. Of this approximately 283mg arises from sodium bicarbonate &amp; 217mg from sodium chloride</li> <li>➤ The company pointed out that in comparison to other Soda Bread products on the market- McCambridge has one of the lowest levels of sodium.</li> </ul>	<p>The FSAI is pleased that McCambridge Ltd remain supportive of its SRP and acknowledge the significant salt reductions to date achieved by the company. However, it is disappointed that no new written achievements were submitted by the company</p> <p>However, soda bread is a difficult category for sodium reduction and the problems with further reductions are accepted</p> <p>The FSAI is currently surveying bread products, including McCambridge products for sodium levels &amp; will report on these levels before the end of 2010. The FSAI will discuss the findings of this survey with the company in early 2011.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>McDonald's Restaurants of Ireland</b></p>	<p>New Hash Brown has been developed by McDonalds supplier &amp; will have 33% (1.2g salt/100g) less salt than the current products</p>	<p>McDonald's have indicated to the FSAI that they are working with their suppliers in an effort to reduce salt in as many products as possible</p> <p><b>Hash Brown:</b> New Hash brown should be launched by the end of 2010. Further product development will be carried out to reduce salt further to bring it within the FSA-UK 2012 targets</p> <p><b>Cheese Slices:</b> Trials are ongoing to reduce salt content. Supplier is looking at a yeast extract salt replacer to compensate for flavour loss &amp; in parallel the supplier is working on reducing salt from the current value of 2.4g/100g to 1.9</p> <p><b>Chicken Selects:</b> Trials are ongoing in reducing the salt content by 10%</p> <p><b>Chicken Legend:</b> Trials are ongoing to reduce salt content by 15%.</p>	<p>The FSAI is disappointed that McDonalds have made only minor achievements over the last year. While the company has indicated some important ongoing product development, this work neglects key products in the McDonalds menu which would have a more significant impact on the Irish population's salt intake if salt content was reduced</p> <p>The FSAI still awaits an update from McDonalds on trials on salt reduction in apple pies outlined in the 2008 and 2009 updates.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Musgrave Wholesale Partners</b></p>	<ul style="list-style-type: none"> <li>➤ The company has updated its own brand ingredient &amp; nutrition policy in line with the FSA-UK 2012 salt targets</li> <li>➤ Year to date there has been one addition to the Musgrave Excellence Range, a Chocolate Chip Cheesecake with salt levels within the FSA-UK 2012 target for salt of 0.35g/100g.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The company has 196 chilled, frozen &amp; ambient products in its own brand range &amp; has made significant progress with the majority (171/196) meeting the FSA-UK 2010 guidelines. Of the 25 products not meeting the 2010 FSA-UK targets they include               <ul style="list-style-type: none"> <li>• Cooked turkey breast *</li> <li>• Scone mix</li> <li>• Cheese lines</li> <li>• Ethnic frozen lines</li> <li>• Carrot &amp; walnut cake *</li> <li>• Tables sauces- ketchup &amp; browns sauce *</li> <li>• Cheesecakes</li> <li>• Seasoned wedges</li> </ul> </li> </ul> <p><i>Note *</i>  <i>Reduced salt versions have been signed off &amp; the company is awaiting packaging run-out before launching</i></p> <ul style="list-style-type: none"> <li>➤ Plans for the remainder of 2010 are to continue to work towards the FSA-UK 2012 targets to ensure the salt levels of all own brand products launched are within the salt levels laid down in their ingredients policy.</li> </ul>	<p>The company continues to make good progress in bringing all its product lines into compliance with the FSA-UK targets.</p>



Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Musgrave Retail Partners Ireland</b></p> <p><b>Franchise Retail Stores:</b></p> <ul style="list-style-type: none"> <li>• SuperValu</li> <li>• Centra</li> <li>• Londis</li> <li>• Daybreak</li> <li>• Budgens</li> <li>• Dialour</li> <li>• Dialprix</li> </ul>	<p><b>Sandwiches:</b></p> <ul style="list-style-type: none"> <li>➤ <u>SuperValu</u>: Average of 16.5% salt reduction across 8 lines in SuperValu pre-pack sandwich range with reductions varying from 5.9% to 34%</li> <li>➤ <u>Centra</u>: Average reduction of 16% across 6 lines in Centra pre-pack sandwich range, reductions varying from 3.7% to 34%</li> </ul> <p><b>Sausages:</b> Salt levels remain at 2009 levels with work ongoing to reduce levels without compromising on taste. The current salt levels are in line with the competitors on market</p> <p><b>Ambient Sauce:</b></p> <ul style="list-style-type: none"> <li>➤ <u>SuperValu Nice Price Curry Sauce</u>: Reduction of salt from 1.5g per/100g to 1.0g per/100g (<i>New product will be on shelf Sept 2010</i>)</li> <li>➤ <u>SuperValu Supreme Tomato &amp; Basil Sauce</u>: Reduction of salt from 1.3g per 100g to 1.25g per 100g</li> </ul>	<p><b>No new written undertakings provided.</b></p>	<p>FSAI welcomes the continued progress been made by Musgrave Retail Partners during 2009-2010. The excellent progress outlined in 2009 in relation to sandwiches continued in the last year as recommended by the FSAI. However, the FSAI is disappointed that no new written undertakings were provided by the company for the coming year.</p>

	<p><b>Ready Meals:</b> Reformulation of 2 ready meals in SuperValu resulted in the following salt reductions:</p> <ul style="list-style-type: none"><li>➤ <u>SuperValu Lasagne:</u> 3.2g salt to 1.2g salt per portion</li><li>➤ <u>SuperValu Cottage: Pie</u> 3.2g salt to 2.2g per portion</li></ul>		
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Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Neville's Bakery Dublin</b></p>	<ul style="list-style-type: none"> <li>➤ In 2010 levels of sodium bicarbonate or baking soda were reduced by 5% in all crusty products (i.e. soda breads, cobs, bloomers, scones etc.) &amp; 5% added salt in all yeast products</li> <li>➤ Overall there has been a 15% reduction in added salt in yeast products &amp; 18% reduction in sodium bicarbonate in crusty products.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Since 2004, Neville's Bakery Dublin has reduced added salt in all plant bakery sliced pans by 17.5% to an average sodium level of 440mg/100g across all sliced pan products</li> <li>➤ The company feels they are at a level of salt which is the same or better than the IBBA &amp; have decided to remain at this level until further reductions are made by the IBBA</li> <li>➤ Further salt reductions present significant technological &amp; product acceptability issues which are difficult to overcome</li> <li>➤ The company are satisfied that its progress since 2004 shows its commitment to the FSAI salt reduction programme going forward.</li> </ul>	<p>The FSAI is pleased with the continued reductions been achieved by Neville's Bakery &amp; it progress to reach average sodium levels of 440mg/100g across all sliced pan products. The FSAI also appreciates the position the company finds itself, in relation to its salt reduction programme</p> <p>The FSAI plans to meet with the IBBA in early 2011 to discuss salt reduction when the results of a recent FSAI survey on breads become available. The results of this survey will be discussed with Neville's Bakery.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>O'Callaghan Hotels</b></p>	<p><b>No new written achievements provided.</b></p>	<ul style="list-style-type: none"> <li>➤ Promote &amp; encourage participation of customers in the Irish Heart Foundations Healthy Heart programme</li> <li>➤ Review our menus &amp; suppliers with the commitment to reduce salt levels by 2%</li> <li>➤ Foot notes on all new menus to make customers aware of our commitment to salt reduction</li> <li>➤ Distribution of article on salt reduction circulated to our customers via our website &amp; face book</li> <li>➤ Continue to serve chunky fries &amp; wedges without salt</li> <li>➤ Reduce the amount of salt purchased by 2% through our purchasing department</li> <li>➤ Through Salt awareness to our chef's &amp; service staff on a daily basis through pre service meeting &amp; on staff notice boards.</li> </ul>	<p>The FSAI is pleased that O`Callaghan Hotels have provided a submission for this year's SRP. The FSAI would like to see O`Callaghan Hotels formalise their tendering &amp; procurement processes with specific requirements for salt content using currently agreed FSAI/Industry guidelines for sodium.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Olhausen's Ltd</b></p>	<p><b>Pork Sausages (All Varieties):</b></p> <ul style="list-style-type: none"> <li>➤ 20% reduction in sodium to 669 mg/100g in some varieties achieved. Development work continues on remaining varieties</li> </ul> <p><b>Puddings (Black &amp; White):</b></p> <ul style="list-style-type: none"> <li>➤ Some of these products have been reduced by 20% from 2.7g to 2.2g salt/100g. With other varieties reductions of 15-20% have been achieved.</li> </ul>	<p><b>Sausages:</b></p> <ul style="list-style-type: none"> <li>➤ The company is currently carrying out trials on further reductions of sodium in their sausages. Trials at levels of 500mg/100g sodium are underway whilst striving to maintain the balance between taste profile &amp; shelf life. However, further product development is still required to achieve a target level of 450 mg/100g of sodium by the end of 2012</li> </ul> <p><b>Puddings (Black &amp; White):</b></p> <ul style="list-style-type: none"> <li>➤ The company has begun salt reduction of these products with product development to continue for the current period.</li> </ul>	<p>The FSAI is pleased that Olhausen's will continue their trials on sausage products with more technologically challenging salt reduction targets set for the coming year. The addition of puddings to this salt reduction work for the coming year is also welcomed.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>PepsiCo (Walkers Snack Foods)</b></p> <p>Also see entry for Snack Food Association of Ireland</p>	<p>Building on sodium reduction achievements between 2005 &amp; 2009 the company has continued to review opportunities &amp; new approaches to reduce sodium further. This work is in line with the company's ongoing commitment to use minimum levels in new products &amp; to reformulate existing products where technically possible &amp; commercially viable.</p>	<p>By 2012 Walkers crisps &amp; snacks will either meet or surpass the following targets:</p> <p><b>Standard Potato Crisps:</b> 550 mg Na/100g average; 650 mg Na/100g maximum</p> <p><b>Extruded Snacks:</b> 750 mg Na/100g average; 1000 mg Na/100g maximum</p> <p><b>Pelleted Snacks:</b> 900 mg Na/100g average</p> <p><b>Salt &amp; Vinegar Products:</b> 850 mg Na/100g average; 1200 mg Na/100g maximum</p> <p>Average targets will be based on the sales-weighted average for all of our products in each category; the maximum targets relate to each product in each category on an individual basis.</p>	<p>The FSAI is pleased that PepsiCo continue to reduce salt across a wide range of products. It's particularly pleasing to see the company continue to make undertakings to reduce salt in standard potato and salt &amp; vinegar crisps.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Redbrook Ingredient Services Ltd</b></p> <p><i>Note: Redbrook Ingredient services Ltd. provides a food ingredient technical partnership with the food manufacturing industry in Ireland. Due to this technical relationship with their customers many recipe formulations are customer specific or confidential.</i></p>	<p>Over the past number of years Redbrook Ingredient Services have been implementing salt reduction guidelines within their NPD process.</p> <p>This work impacts on a variety of products across many prominent brands available on the shelf to the consumer e.g. Beef, Lamb &amp; Pork Burgers, Breaded &amp; non Breaded Poultry Products, Pork Sausages, Snacks, Cooked Meats, Bacon, Decor Glazes, Marinades etc.</p>	<p>Redbrook Ingredients are committed to &amp; work towards the FSAI SRP recommendations in conjunction with all their customers and will continue to do so over the coming year.</p>	<p>The FSAI is pleased that Redbrook Ingredients remain actively involved in salt reduction with their clients. The FSAI recognises the confidential nature of the companies work and appreciates the difficulties in submitting specific data related to salt reduction projects.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Snack Food Association of Ireland (SFAI)</b></p> <p><b>Representing:</b></p> <ul style="list-style-type: none"> <li>• <b>Largo Foods</b></li> <li>• <b>Walkers Crisps</b></li> <li>• <b>Robert Roberts - KP (Ireland) Ltd</b></li> </ul> <p><b>Note:</b>  <i>The SFAI represents the interests of the snack food manufacturers in Ireland &amp; acts as the voice of the industry in Ireland as well as providing technical &amp; legislative support for its member companies.</i></p>	<p>The SFAI has indicated to the FSAI that as each of their members are at different stages of salt reduction, they have agreed to communicate their progress directly to the FSAI</p> <p><b>Please see individual SFAI member's updates for additional details on Achievements for 2009-2010.</b></p>	<p>The SFAI has indicated to the FSAI that its members have shown an ongoing commitment to minimise sodium levels in new product launches &amp; reformulate existing products where possible. There has been significant financial &amp; commercial investment by its members in achieving these aims</p> <p><b>Please see individual SFAI member's updates for additional details on Undertakings for the coming year 2010-2011.</b></p>	<p>The FSAI is very pleased with the progress of salt reduction in this product sector and appreciates the continued support of its SRP from the association. The detailed update from the association's members is also appreciated.</p>



Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Stapletons Bakery</b></p>	<p><b>White Bread Range:</b></p> <ul style="list-style-type: none"> <li>➤ Sodium levels down to 450mg/100g.</li> <li>➤ Total reduction of 12% in white range giving an average of 444mg/Na per 100g.</li> <li>➤ White Batch sodium levels now at 438mg/100g</li> </ul> <p><b>Browns:</b></p> <ul style="list-style-type: none"> <li>➤ Sodium levels down to 438mg/100g</li> <li>➤ Total reduction of 2% sodium in Brown Sliced Yeast bread range</li> </ul> <p><b>Low Gi:</b> Sodium levels now at 382mg/100g</p> <p><b>Brown Soda:</b> Sodium levels remain at 702mg/100g (Same level as in last year's update)</p> <p>The company has indicated to the FSAI that Brown Soda Breads are difficult to reduce in sodium as flavour &amp; taste are affected.</p>	<p>The company has indicated to the FSAI that technological limitations on the amount of salt reduction achievable have been reached in many of the companies bread products &amp; that new undertakings for the coming year are not possible.</p>	<p>The FSAI appreciates the continued support of its SRP by Stapletons Bakery. But the FSAI is disappointed that no new written undertakings have been submitted by the company.</p> <p>The FSAI plans to meet with the IBBA in early 2011 to discuss salt reduction when the results of a recent FSAI survey on breads become available. The results of this survey will be discussed with Stapletons Bakery.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Stonehouse Marketing Ltd</b> <b>Brand: Homestead</b></p>	<p>The company have indicated to the FSAI that there have been no new food products introduced under the Homestead Brand.</p>	<p>The company have indicated to the FSAI that they remain committed to the FSAI SRP &amp; intend to monitor all new food NPD which may be introduced over the coming year in relation to salt reduction. Further data will be supplied to the FSAI if new products are introduced.</p>	<p>The FSAI appreciates the continued support of its SRP from Stonehouse Marketing Ltd.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>The SUBWAY® Chain</b></p>	<ul style="list-style-type: none"> <li>➤ Achieved an average salt reduction of 33% per/serving of product across all Subs. Range of reductions for 26 sub-products was 9.0% to 47.4%</li> <li>➤ 93% of Subs meet 2010 FSA-UK salt reduction targets</li> <li>➤ Salt reduction targets built into Subway tender document for new suppliers</li> <li>➤ Change to operational procedure in store around salt &amp; pepper - these are no longer offered directly.</li> </ul>	<p>Data on further reductions for 2010-2011 across a range of 23 sub-products has been submitted by the company to the FSAI. These reductions average at 5.9% but range from 1.9% to 20.7%.</p>	<p>The FSAI is pleased with the progress Subway has made since joining the SRP last year. The FSAI is particularly pleased with the incorporation of salt reduction targets into tender documents for new suppliers.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Supermacs</b></p>	<ul style="list-style-type: none"> <li>➤ The company has conducted extensive trials on chicken marinades &amp; a new marinade has been sourced &amp; will be used by all suppliers. Salt content of cooked chicken is reduced by 1.0 to 1.5%</li> <li>➤ Breaded chicken products supplied to Supermacs (chicken nuggets, tenders &amp; burgers) now have a salt content between 1.0 to 1.5%</li> <li>➤ Use of Supermacs spec dough with high salt content has been replaced with a reduced salt product containing 1.19% salt.</li> <li>➤ Trialled new beef burger sauce with lower salt with acceptable results.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The company will continue to monitor salt content of chicken using new marinade to ensure reduction is maintained</li> <li>➤ Reduce salt content of all sauces to sodium levels of &lt;1250 mg/100g</li> <li>➤ New beef burger sauce with reduced salt currently being shelf-life tested.</li> </ul>	<p>The FSAI is very pleased that Supermacs continued to trial new products with reduced salt &amp; appreciates their continued support of its SRP. As in previous years steady progress has been made &amp; reductions in salt content of chicken products &amp; pizza dough are particularly welcomed</p> <p>As outlined in the update from the IDIA the maximum salt level in cheddar cheese in 2009 was 2.2%. The FSAI would ask Supermacs to perhaps examine cheese suppliers &amp; include requirements for salt levels at or below this level for tenders relating to supply of this product going forward.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Superquinn</b></p>	<p><b>Chicken Burgers:</b> Sodium reduced from 0.58 to 0.45g/100 in April 2010</p> <p><b>Chicken Sausages:</b> Sodium reduced from 0.76 to 0.6g /100g in April 2010.</p>	<p><b>Sausages:</b></p> <ul style="list-style-type: none"> <li>➤ Over the Counter (OTC) &amp; Pre-pack; Jumbo with Sticky BBQ Sauce - Going to consumer panel</li> <li>➤ Leek &amp; Pepper; Toulouse; Honey &amp; Mustard; Roast Pork &amp; Apple - Recipe currently under review. Theoretical results for salt are within FSAI guidelines. Full laboratory analysis needed to confirm</li> </ul> <p><b>Ham:</b></p> <ul style="list-style-type: none"> <li>➤ Oak smoked &amp; Sweet Clove Ham - Aiming to achieve 1.0g/100g &amp; 0.89g/100g sodium respectively. Revised samples with reduced sodium for approval</li> </ul> <p><b>Coated Poultry:</b></p> <ul style="list-style-type: none"> <li>➤ Southern Fried Chicken Fillet, Chicken Goujons, Part Boned Breast, Thighs, Wings &amp; Hot &amp; Spicy Fillets - Supplier currently removing MSG &amp; reducing salt content by 25%. Samples to be tasted for approval</li> </ul> <p><b>Pre-Packed Bread &amp; Rolls:</b></p> <ul style="list-style-type: none"> <li>➤ Flour Tortillas Deli - Currently looking at changing supplier to reduce sodium</li> </ul>	<p>The FSAI are pleased with the support and commitment given by Superquinn to its SRP. The company continues their extensive salt reduction programme for the coming year, in particular, in relation to processed meat products. However, details on undertakings given for sausages, puddings and bacon in last year update would be welcomed</p> <p>The FSAI are pleased that the company have included pre-packed bread, rolls &amp; sandwiches as part of their salt reduction programme for the coming year. However, the FSAI would like to see an update from the company on trials outlined in last year's update on reducing salt in soda bread.</p>

		<p><b>Bought Sandwiches (with high salt fillings):</b></p> <ul style="list-style-type: none"><li>➤ Irish Chicken &amp; Sundried, Prawn Marie Rose, Ploughman's, Chicken &amp; Stuffing, Cheese &amp; Chive - Work in progress with supplier. Aiming to reduce salt content by December 2010</li></ul> <p><b>Processed Potato Products:</b></p> <ul style="list-style-type: none"><li>➤ Potato Wedges - Supplier currently looking at changing coating to reduce salt.</li></ul>	
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Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Topaz Energy Limited</b></p>	<ul style="list-style-type: none"> <li>➤ 10% reduction in salt for Turkey Slices to 1.0g/100g</li> <li>➤ 5% reduction in salt for Lemon &amp; Thyme Chicken to 1.45g/100g</li> <li>➤ 10% reduction in salt for sliced pepperoni pizza to 1.8g/100g</li> <li>➤ 5% reduction in salt for garlic mayonnaise, tomato ketchup &amp; brown sauce to 0.745, 2.9 &amp; 2.35g/100g respectively</li> <li>➤ 25% reduction in salt for Banquette Omelette to 0.6g/100g</li> <li>➤ 10% reduction in salt for Hot Dogs to 1.8g/100g</li> <li>➤ 20% reduction in salt for chicken curry to 1.2g/100g</li> <li>➤ 6% reduction in salt for Low-Low Gold Mini Portions &amp; Kerrymaid Butter Spread to 0.16g/100g.</li> </ul>	<p><b>No new written undertakings provided</b></p> <p>However, the company did indicate it launched 22 new own-brand sandwich products in June 2010. These products range in salt content between 0.8g to 1.5g per/100g.</p>	<p>The FSAI are pleased with the continued support &amp; commitment given by Topaz Energy Ltd to its SRP and commend them for their extensive achievements during 2009-2010. However, the FSAI is disappointed that no firm undertakings for the coming year have been provided. The FSAI hope that the company can update it soon as regards its salt reduction plans for 2010-2011.</p>

Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Tesco Ireland</b></p> <p><b>Own Brands:</b></p> <ul style="list-style-type: none"> <li>● Tesco Value</li> <li>● Tesco Healthy Living</li> <li>● Tesco Finest</li> <li>● Tesco Organic etc.</li> </ul>	<ul style="list-style-type: none"> <li>➤ In the last year the company has been immersed in integrating the Irish &amp; UK businesses, including setting common targets</li> <li>➤ Some product ranges continue to present challenges, particularly sausages. However whilst a similar comment about bacon was referenced last year a further reduction in sodium from 1200mg/100g to 1100mg/100g has been achieved this year.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Tesco Ireland has indicated to the FSAI that much of their work on salt reduction had been completed &amp; targets achieved ahead of schedule in 2009</li> <li>➤ Burgers, Sandwiches, Garlic Bread, Recipe Meals, Pizza, Bacon, Sausages, Cured/Uncured Meats &amp; Bakery Products are all moving to meet FSA-UK target figures by 2010 &amp; then progressing to meet FSA-UK 2012 targets</li> <li>➤ A new product development plan, working closely with the company nutritionist in the UK, continues to support the development of products within or below set targets. Tesco are taking forward their commitment to the development of 'Healthy Living' products developed &amp; produced to strict nutritional guidelines.</li> </ul>	<p>The FSAI commends Tesco Ireland for achieving many salt reduction targets ahead of schedule in 2009. The companies continued commitment to reduce salt further to meet FSA-UK 2010 &amp; 2012 targets is welcomed. The FSAI is particularly impressed with further reductions in salt achieved in bacon by the company.</p>



Name of Business/ Organisation	Achievements 2009-2010	Undertakings 2010-2011	FSAI Comments
<p><b>Yum! Restaurants International</b> <i>[Kentucky Fried Chicken (KFC) - UK &amp; Ireland]</i></p>	<ul style="list-style-type: none"> <li>➤ Consumer acceptance work on further salt reductions on original recipe breading completed</li> <li>➤ Boneless Bites promotional item launched with 15% sodium reduction</li> <li>➤ 15% sodium reduction in Crispy Strips launched March 2010</li> <li>➤ 5% salt reduction in original recipe breading used for in-store breading of original recipe Pieces, whole fillet &amp; mini fillet - March 2010</li> <li>➤ 45% sodium reduction in beans launched March 2010. All beans served by KFC UK &amp; Ireland now meet the FSA -UK 2010 Salt Targets</li> <li>➤ 10% sodium reduction in Popcorn chicken - December 2009.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Further 5% salt reduction in original recipe breading used for in-store breading of original recipe pieces, whole fillet &amp; mini fillet planned for early 2011</li> <li>➤ Plan to conduct consumer research on sodium reduction in a further 4 core products for launch by year end (dependent on consumer acceptance).</li> </ul>	<p>The FSAI are very pleased that KFC have completed reductions across a number of products over the past year &amp; commend the company for continuing their support of the SRP. In particular a further 15% reduction in salt in Crispy Strips on top of a 15% reduction achieved in 2008 is welcomed as are the significant reduction in salt in beans.</p> <p>The undertaking to R&amp;D salt reduction in four core products in the coming year is an important step by the company and is welcomed by the FSAI.</p>