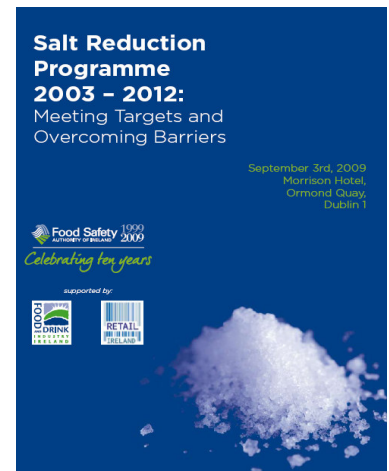
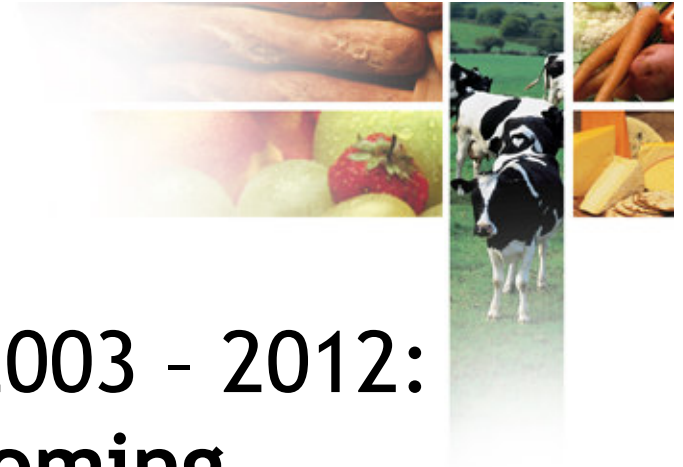


Salt Reduction Programme 2003 - 2012: Meeting Targets and Overcoming Barriers

Karl McDonald

Morrison Hotel, Dublin - September 3rd 2009



What's Wrong with too much Salt?

- Increased risk of High Blood Pressure

leading to

- Increased risk of Hypertension (*estimated @ 1 billion*)
- Increased risk of Stroke
- Increased risk of Coronary Heart Disease
- Increased mortality rates



What's too much Salt?

Salt intake in children needs to be proportionately lower than adults *(Based on Body Weight)*

- 0-6 months <1g salt a day
- 6-12 months 1g salt a day (0.4g sodium)
- 1 to 3 yrs 2g salt a day
- 4 to 6 yrs 3g salt a day
- 7 to 10 yrs 5g salt a day
- 11 and over 6g salt a day *

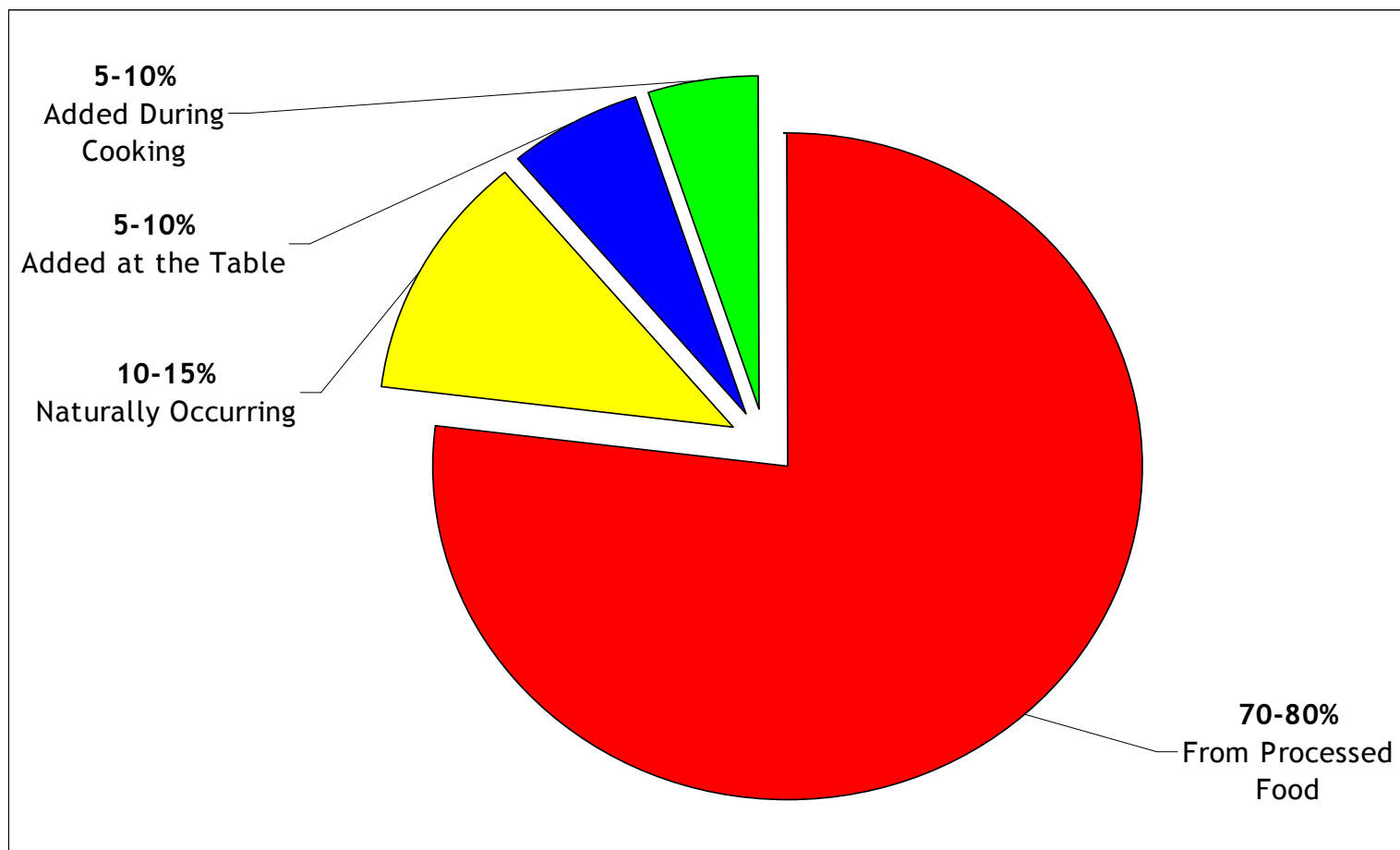
However, the Recommended Dietary Intake (RDI) for salt in adults is approximately 4g salt per/day (EFSA, 2005)



Scientific Advisory Committee on Nutrition (SACN) Report on “Salt and Health” (2003).



Where's the Salt Coming from in the Diet? *



* **Approximate Values:** Mattes, R.D. & Donnelly, D. (1991). *J Am Coll Nutr.*, 10(4), 383-393; James, et al. (1987). *Lancet*, 329 (8530), 426- 429; Morgan et al., (2008). SLÁN 2007- Survey of Lifestyle, Attitudes & Nutrition in Ireland. DoHC



Where's the Salt Coming from in Processed Foods?

Ingredient or Additive	Typical Use
Sodium Chloride (<i>Table Salt</i>)	Flavouring, texture, preservative
Sodium Citrate	Flavouring, preservative
Sodium Cyclamate	Artificial sweetener
Sodium Bicarbonate	Yeast substitute
Sodium Nitrate	Preservative, colour
Sodium Metabisulphite	Preservative
Sodium Lactate	Preservative
Sodium Phosphate	Increase water-binding capacity
Sodium Ascorbate or Erythorbate	Preservative, Cure enhancer & stabiliser
Monosodium Glutamate	Flavour enhancer



How Much Salt are we Consuming?



Comparison of 2007 & 2005 Modelling Estimates of Population Sodium Intake in Ireland *

Selected Food Groups	Mean Daily Sodium Intake from Foods		Percent Reduction
	2005 (g/day)	2007 (g/day)	2007 from 2005
Bread & Rolls	0.93	0.83	10.7%
Cured Processed Meats & Meat Products	0.63	0.57	9.5%
Meat & Meat Dishes	0.32	0.32	No New Data
Milk & Milk Products	0.27	0.27	No New Data
Spreading Fats	0.19	0.13	31.6%
Fish & Fish Dishes	0.08	0.08	No New Data
Egg & Egg Dishes	0.05	0.05	No New Data
Pizza	0.04	0.04	No New Data
Total Sodium all Foods	3.38	3.14	7.1%
<i>Total Salt all Foods (Sodium x 2.54)</i>	<i>(8.58)</i>	<i>(7.97)</i>	

Minimum

* Data from **CREMe** : Using 1999 food consumption data and 2003-2005 FSAI salt in food surveys and literature values for salt concentration in food, 2006-2007 FSAI salt in food surveys and literature values for salt concentration in food (Excludes 2008 Snack Survey, 2009 Ready Meals & Sauces and 2009 Cheddar & Processed Cheese)



How Much for a Family?

➤ Adults (*allowing 20% discretionary salt*) could be consuming up to 9.56g salt per/day or **3.5kg per year**

➤ *For normal dietary needs approximately 1.5 kg per/year required*

➤ No data on salt intakes of children and adolescents in Ireland

➤ However, for example using UK data for Children 7-10yrs (*allowing 20% discretionary salt*) = 6.96g per/day or **2.5 kg per year ***

➤ Family of 2 adults and 2 children (7-10 yrs) could consume up to **12kg salt per year**

* In the UK, average daily sodium (salt) intake from foods in 4 to 18 year olds has been estimated as: 4-6 yr - **5.0g salt**; **7-10 yr - 5.8g salt**; 11-14 yr - **6.31g salt**; and 15-18 yr - **7.1g salt**. However, this estimate does not allow for discretionary additions in cooking and at the table (Gregory *et al.* 2000; FSAI Salt & Health Review, 2005).



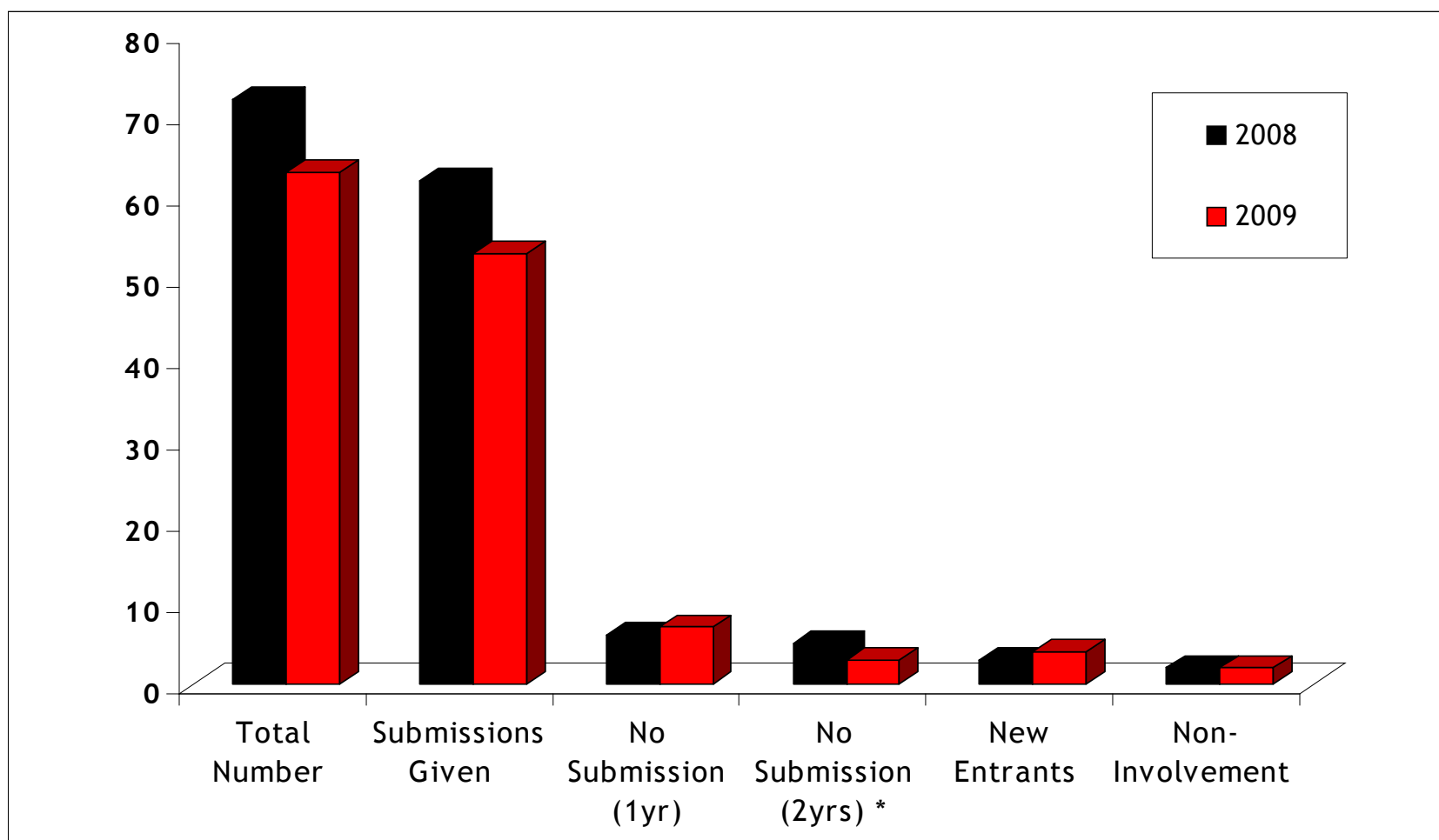
FSAI Salt Reduction Approach 2003-2009

- Identify food groups with most effect on Sodium intake
- Negotiate industry commitments in key categories of food
- Publish self reported progress and future commitments
- Monitor salt in key categories of food
- Publish salt reduction progress demonstrated by monitoring
- Use monitoring data to model intake progress
- Use salt model to examine 2010 targets for salt in foods
- Validate model with clinical trials looking at actual salt intake *i.e. urinary sodium analysis* *
- Form Salt Reduction Advisory Group to advise FSAI (*April 2009*)

* *Not FSAI Funded*



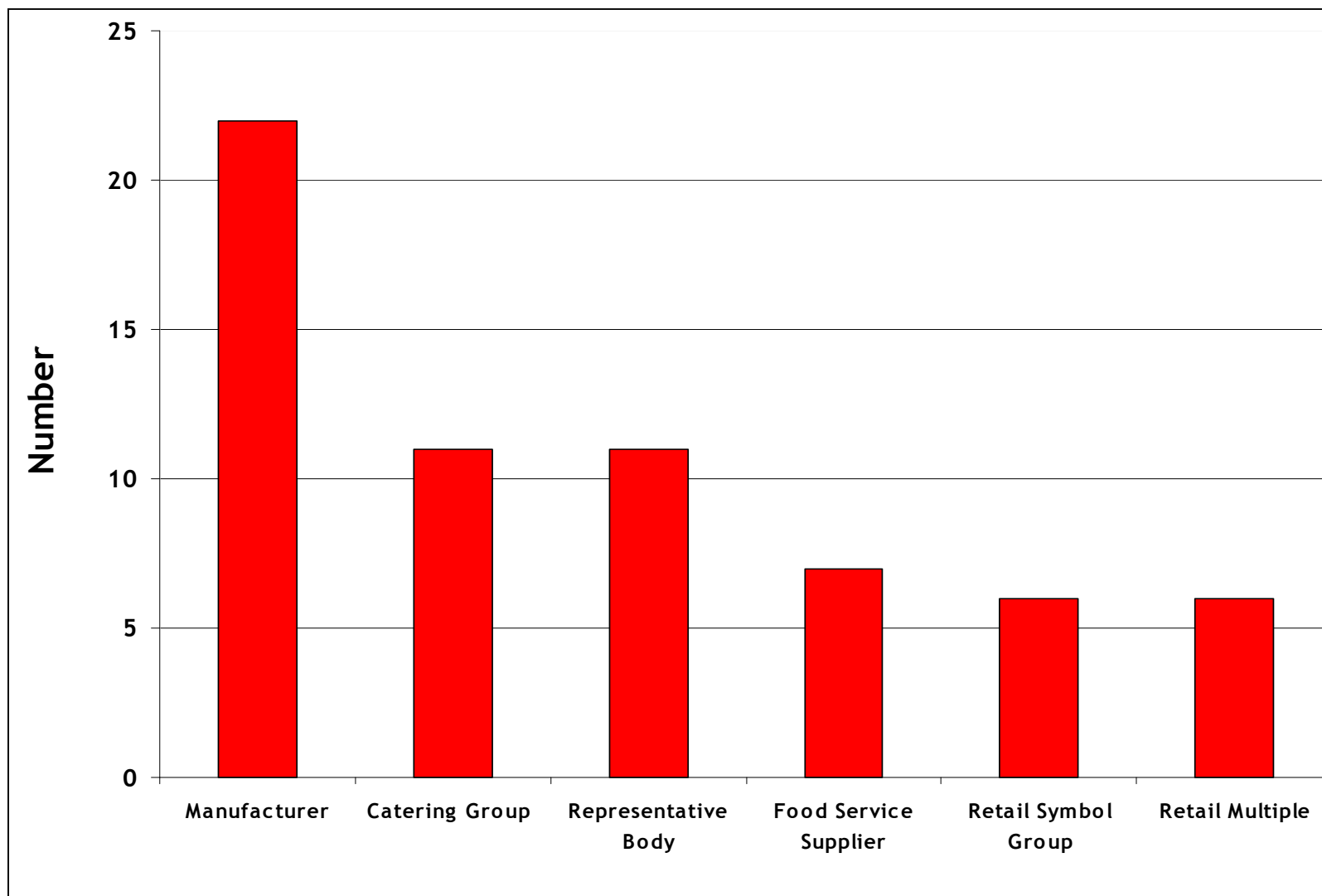
Self Reporting Initiative - Breakdown of Submissions 2009 (*n*=63)



* Companies/trade associations not making a submission to FSAI in the last two years are presumed to be no longer part of the salt reduction programme



Breakdown of Participants 2009 ($n=63$)



Some Highlights - 2008 to 2009

- Four new members in 2009: Aldi, Lidl, Subway and Gala
- Big commitments to continue work in difficult areas - bread & processed meats
- A major UK retailer now has its data for salt reduction independently assured
- Irish company integrated FSAI Salt Programme into their ISO 2200:2005 program
- Bread products produced by IBBA have a max sodium content of 450 mg/100g
- Irish manufacturer now has 59% of their savoury products \leq target sodium levels
- FSAI targets for burgers and cooked uncured meats achieved by meat sector
- FSAI targets for black/white puddings, sausages met by many meat manufacturers
- Reductions in cured products e.g. bacon achieved with some \leq FSAI targets
- Irish retailer re-launched nine product ranges with reduced salt levels
- International food manufacturer now producing ready-meals products in Irish facility which meet FSA (UK) 2010 target
- Major sandwich manufacturer now has 80% of its range \leq 2.4g of salt per pack
- Major processed cheese manufacturer removed added salt in branded processed cheese slices, spreads and triangles
- Major Irish Food Service Supplier has re-launched 10 product lines with reduced salt levels.



Some Issues with Commitments 2009-2010

- Decrease in commitments
- Less specific commitments
- Economic situation having a big impact
- Catering and food service sighting particular problems
- Uncertainty about salt reduction direction into 2012



Changes and Amendments to Format for 2009-2010:

- Simplified view of current and previous year
- Archived link to all previous work
- All entries alphabetically listed
- Companies producing a number of product lines grouped together
- All companies listed assumed to be supporting programme
- Companies making no submission in last two years removed from current update

See Website:

http://www.fsai.ie/uploadedFiles/Science_and_Health/Salt_Reduction_Undertakings_09_10.pdf



FSAI Salt Consultation - June to Aug 2009



Purpose of Consultation

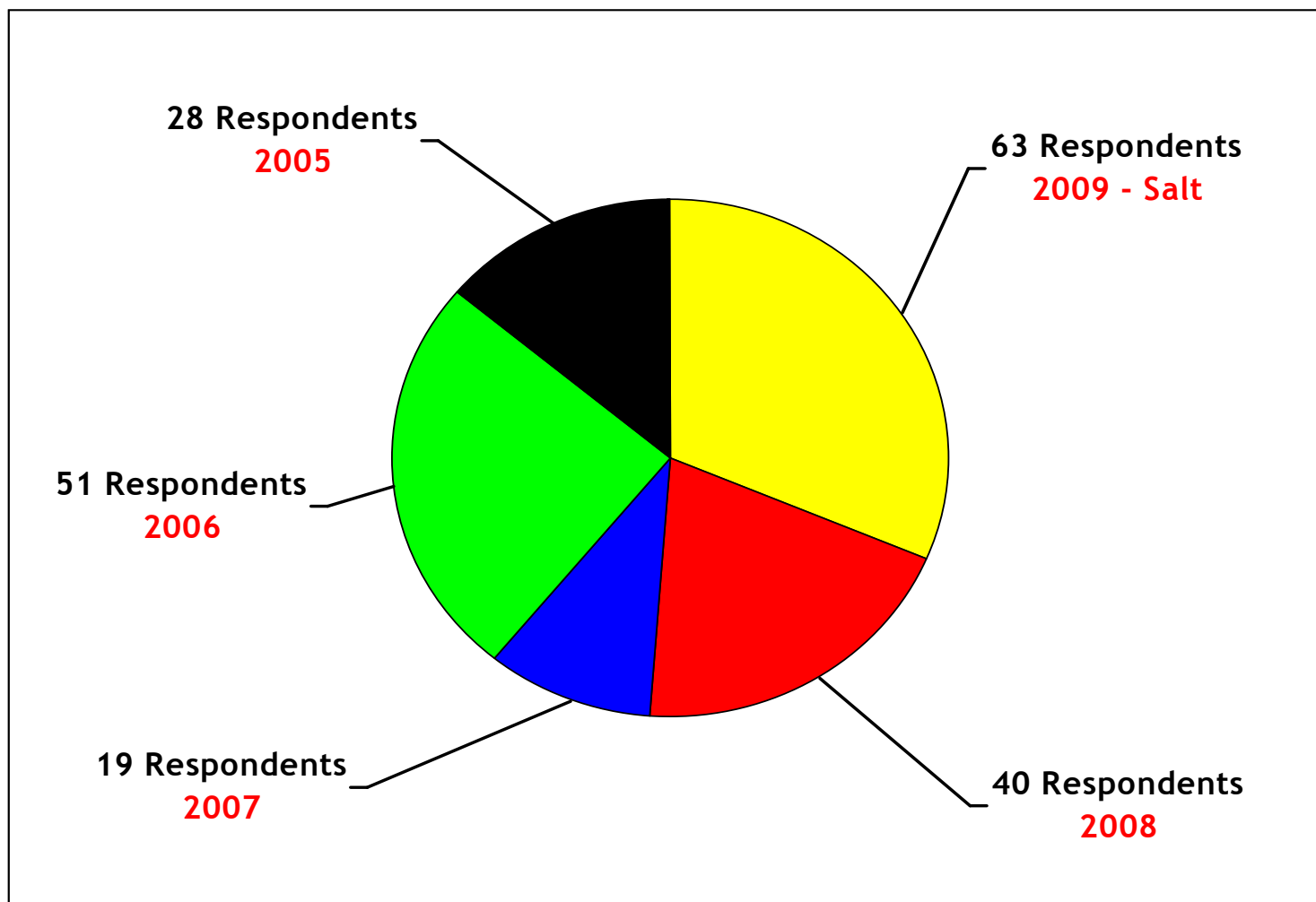
- The FSAI has been working with the food industry since 2003
- Significant voluntary reductions in levels of salt achieved
- Long term goal to reduce average population intake of salt from 10g to 6g by 2010
- 2008 Common EU framework for salt reduction agreed by MS including Ireland
- Benchmark for salt reduction set at a minimum of 16% over 4 years (2008-2012)

- The FSAI believe one way to facilitate these reductions is salt reduction targets
- Considering level of importance of trade in food products between Ireland / UK and the industries desire for a level playing field, it seemed appropriate to consider the adoption of UK salt reduction targets
- May 2009, FSA (UK) published revised salt reduction targets for 2012 for 80 categories of foods

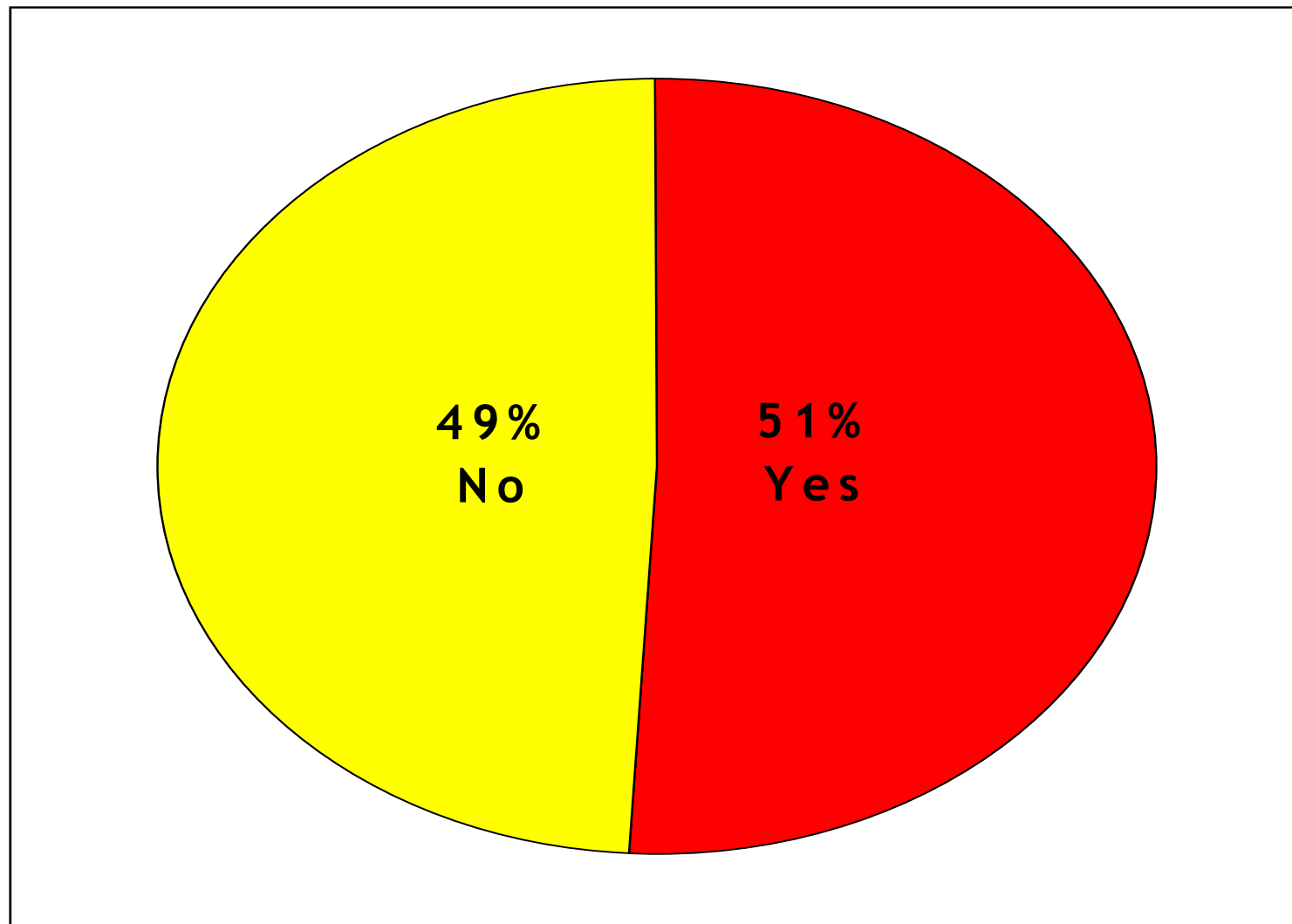
- The FSAI wanted to assess the possible alignment of its Irish salt reduction program with the revised UK targets as outlined above
- With this major proposal it was prudent to enter into a period of consultation with key stakeholders to ensure the continuing success of its own salt reduction program with the food industry in Ireland.



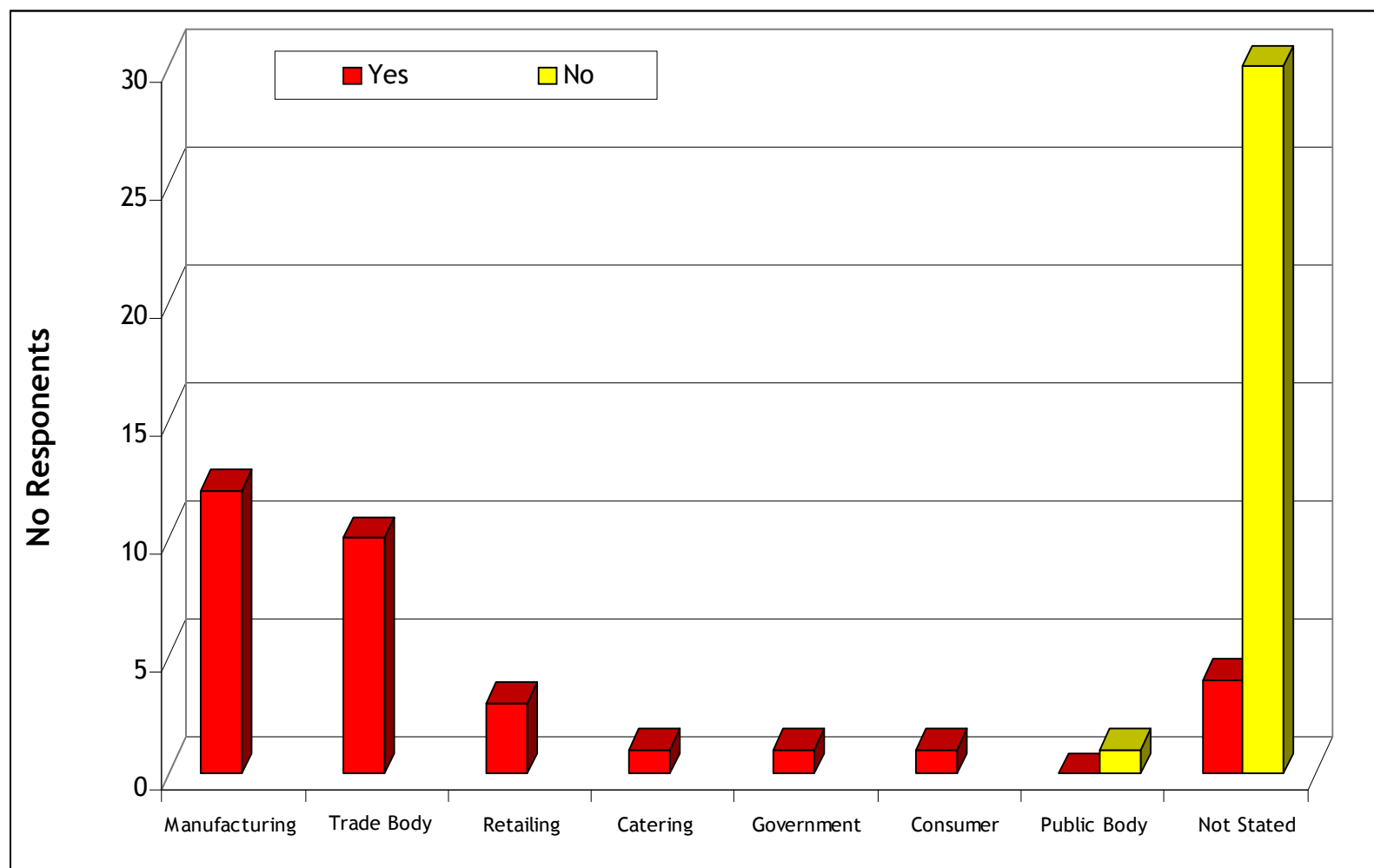
Comparison with Some Previous FSAI Consultations



Q1. Are you Currently a Member of the FSAI salt Reduction Programme?

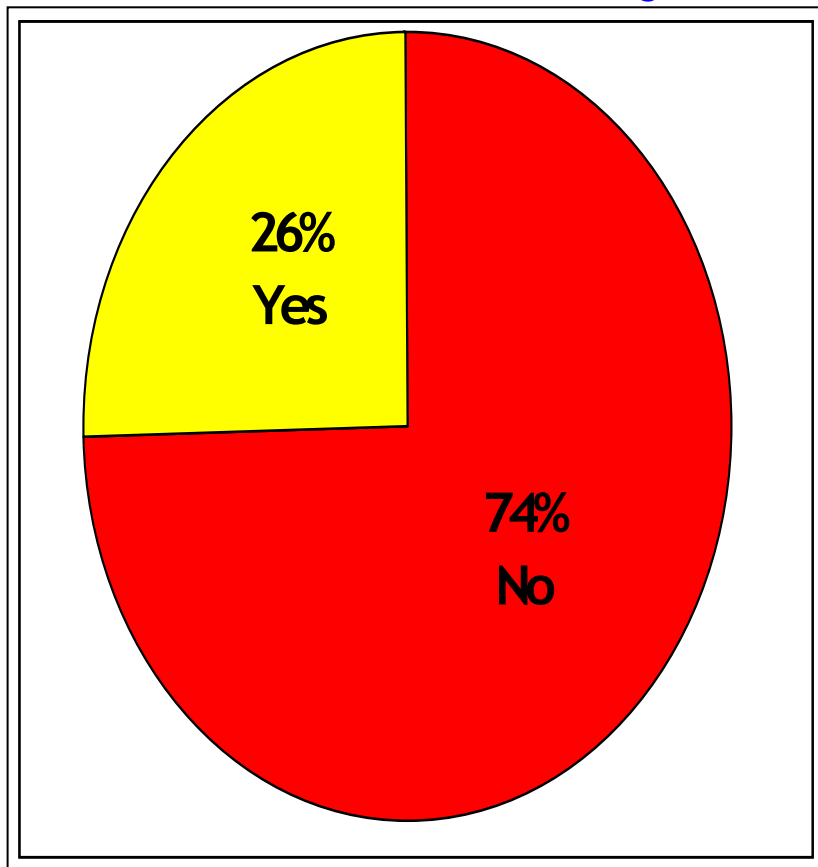


Q2. Of Those Responding.....

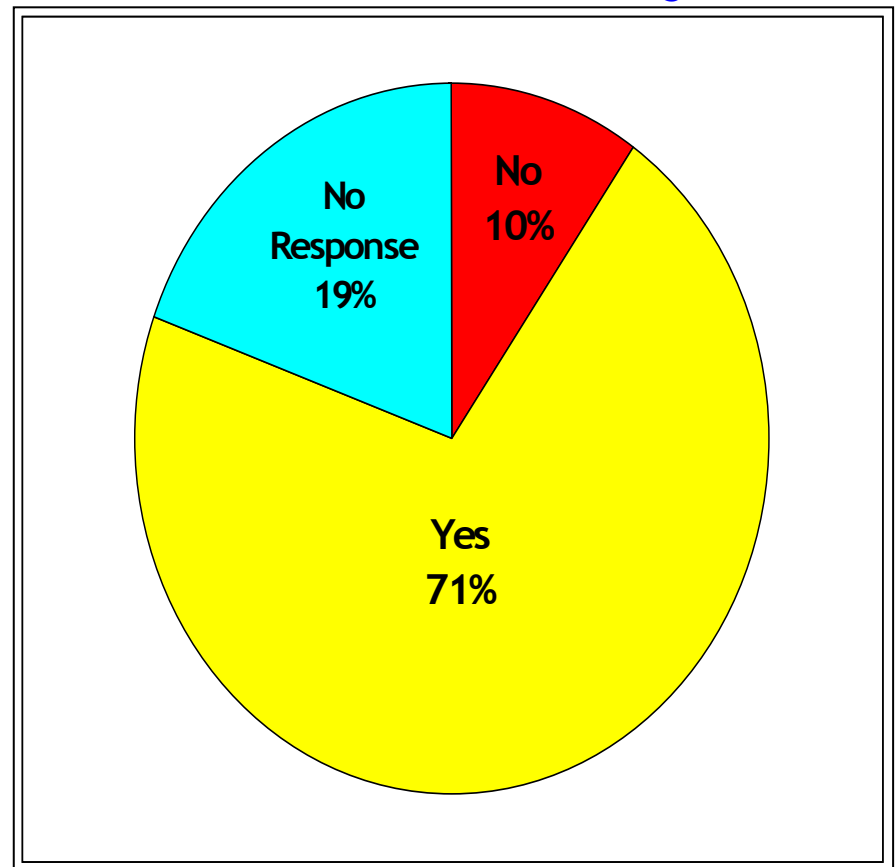


Q3. Should the FSAI Adopt the FSA-UK Salt Reduction Targets 2010-2012?

Members of Salt Reduction Programme

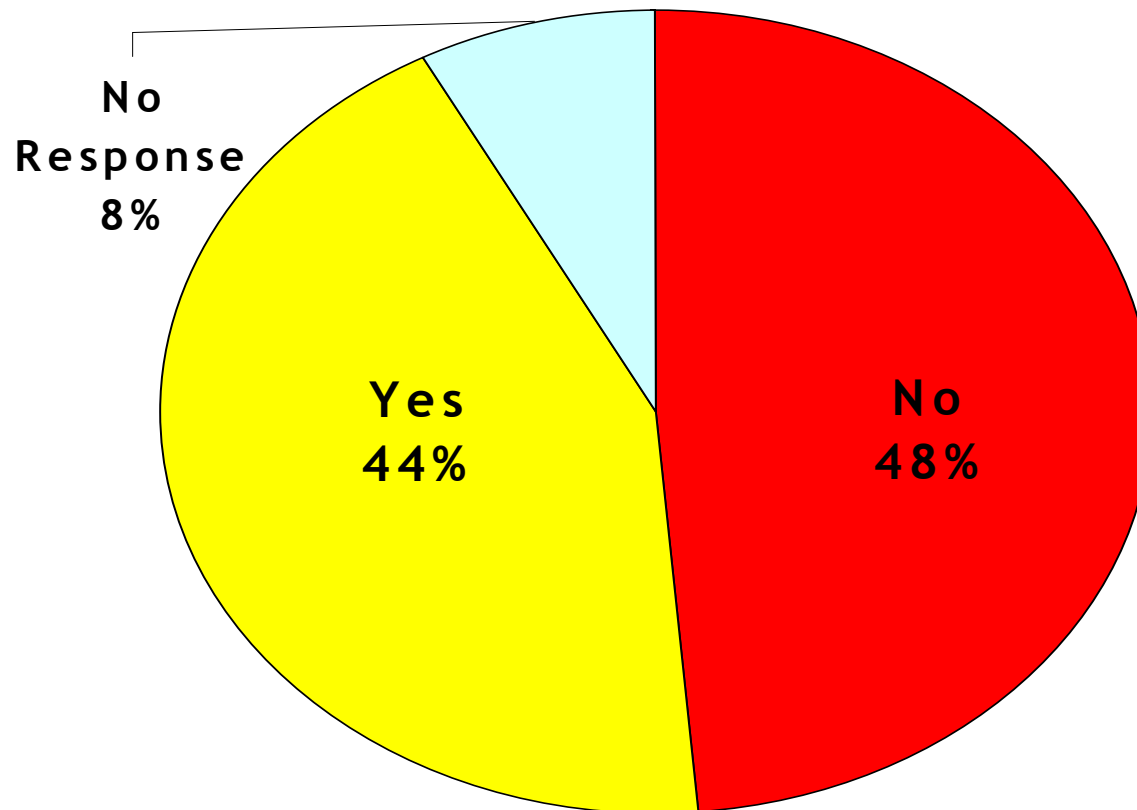


Non- Members of Salt Reduction Programme



Q3. Should the FSAI Adopt the FSA-UK Salt Reduction Targets 2010-2012?

All Respondents *



* Weighted on the number of companies trade organisations represent who made a submission



Why Reject the Proposal?

- Significant progress made with voluntarily process
- Setting of specific goals for particular sectors has been successful
- Ireland is already a leader in salt reduction
- Working relationship established between FSAI and industry
- Proposed UK targets are not achievable
- Doesn't make business sense at current time
- Supply and season discrepancies between Ireland and UK
- Difficult for Irish business to align products over 2 years
- Categories don't fit Irish situation
- Considerable differences in the categories
- Irish companies have not been consulted on the UK targets
- Irish Industry may not be consulted in future target changes
- UK targets don't take account of technical issues
- UK targets don't take account of safety issues
- Ireland will be at a competitive disadvantage to imports



What Happens Next?

- Detailed review of all responses via the website
- Detailed review of specific responses sent to FSAI
- Review of new data in specific product categories
- Review of progress in current voluntary programme
- Discussion with trade associations and stakeholders



Planned and Executed Work 2009 - 2010

- Continue participation in ESAN (*Feb & Nov 2009*)
- Continue participation in DoHC Nat Steering Grp Salt Reduction (*April 2009*)
- Survey of 129 ready meals and cooking sauces (*March 2009*)
- First meeting of FSAI Salt Reduction Advisory group (*April 2009*)
- Survey of 70 cheddar and processed Cheese (*May 2009*)
- Discussions with cheese industry on salt reduction (*June 2009 - 2010*)
- Survey of 100+ processed meats (*Sep 2009*)
- Survey of 50+ Soups (*End 2009 - 2010*)
- Survey of Bread (*2010*)
- Update of salt section of FSAI website (*End 2009*)
- Planned and ongoing discussions with trade bodies/companies *e.g. reduction targets for processed meats and cheese*
- Discussions with stake holders on salt consultation (*2009-2010*)
- Data on urinary sodium excretion studies expected (*Oct 2009*)
- Update of model based on latest salt data (*2010*)



Conclusions -

- Industry has made significant progress in reducing salt in processed foods
- But more work is required
- However, challenging times for food industry:
 - Technological barriers now faced by many if further reductions are to be achieved
 - Product formulation and attractiveness a significant barrier
 - Maintenance of market share a worry
 - Current economic climate is difficult
 - Appears to be greater problems in the food service sector
- Industry are working with the FSAI and will continue to do so
- However, the FSAI and the industry cannot do this alone



Conclusions - *continued...*

- At best salt intake from processed food will be 7.1g/day by 2010 if we hit current FSA(UK) targets
- 2010 target of 6g salt per/day will not happen
- Perhaps by 2012 if -
 - Investment of public money in public health awareness of salt
 - Investment in research to remove technical barriers to lower salt processed foods
 - Changes in consumers behaviour and consumption patterns such as use of discretionary salt
 - Investment in clinical evaluation of salt intake every 2 to 3 years
 - Co-ordinated approach across Europe esp. Ireland and UK with or without alignment of targets based on recent FSAI consultation



