



# The FSAI Salt Reduction Programme Ten Years of Progress

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# Tesco In Ireland

- Tesco Ireland re established in 1998 – Quinnsworth
- Currently 142 shops across the country
- Approximately 28% market share
- Sourcing in Ireland (goods and services): c€2 billion pa.
- 400 Irish suppliers (Large, medium, small and artisan suppliers)  
11,000 Irish farm families supply products
- Exports of Irish food & drink to Tesco worldwide: c€700 million pa.

# 10 years reducing salt



- During this 10 year period retailers have made a concentrated effort to facilitate the move to healthier, less salt intensive consumer options.
- Working with suppliers to develop new products with alternate recipes and testing these with customers.
- Tesco for example has the benefit of an extensive number of product assessments centres in the UK together with a facility in Ireland
- 100 customer test is undertaken on new products through product comparisons and targeted questions.

# Salt Reduction – Why does industry care?

- High blood pressure is one of the main contributors of heart disease
- Too much salt in the diet is a risk factor for high blood pressure
- Treble risk of heart disease and stroke
- Average salt intake in Ireland is 10g a day- should be around 6g!
- 65-75% of the salt in manufactured foods



# The FSAI Reduction in Salt Programme - a retail perspective

# Salt reduction from a retailers perspective

- A significant number of food manufacturers agreed to set salt reduction targets, including the retail sector.
- Retailers have committed to this work via:
  - input through the supply chain.
  - own brand product developments.
- Great progress has been made in the last 10 years, potential future methods exist but need to be considerably more scientific.
- Tesco Introduced healthy eating initiative in 1985,
- Since 2006 over 3,000 tonnes of salt have been removed from Tesco ranges.

# Labelling

- A labeling scheme called Guideline Daily amounts (GDA) was introduced by Tesco in 2006 and also adopted by some other manufacturers.



- Labelling of food is governed by the general labelling legislation Directive 2000/13/EC This prohibits labelling which misleads the consumer to a material degree.
- New Regulations No. 1169/2011 on the Provision of Food Information to Consumers (FIC) will fully enter into force on 13 December 2014. Many companies are already re-labelling.

# Labelling

- Front of pack labelling has brought salt content to the attention of consumers and when it was launched our research showed that customers switched to lower salt products.
- The EU FIC will make back of pack nutrition mandatory and has replaced sodium with salt for greater clarity for consumers.
- Front of pack labelling is allowed under EU FIC and so it is hoped there will be a wider use of the labelling.
- The changes in labelling enable us to have a fresh conversation with customers about how to use it.
- However the addition of kilojoules to the front of pack and the change to reference intakes (from GDA's) may add confusion.



# Current action being taken by retailers

- Retailers in Ireland have produced annual returns of salt reduction achievements
- FSAI publish a table of information attributing progress of each retailer
- Tesco and a number of international retailers also working with the FSA in UK
- Tesco applying the 'tougher' target but recognise the difficulties acknowledging when the lower target is achieved
- Some confusion amongst suppliers about which target is relevant
- 'Hit lists' of additives which include artificial colours, preservatives is worked through into Tesco specifications but customer resistance eg sausages.

# Salt reduction in the future

- Continued salt reduction will be achieved through small changes
- Technological barriers now faced by many if further reductions are to be achieved
- Efforts to reduce salt consumption should focus on:
  - Encouraging companies not currently engaged
  - Spreading successful practices to smaller companies
  - Consumer education, such as encouraging people to use herbs and spices
- Report recently published by the British Retail Consortium, Food and Drink Federation and Leatherhead Food Research.
- Research investigated contemporary trends on salt reduction.

# Public Health Responsibility Deal - UK

## Department of Health Food Network

### High Level Steering Group Salt Reduction Pledge

- 98% of the Tesco food items that fall within the scope of the pledge meet the salt reduction targets.
- Tesco supported the jointly funded review by Leatherhead Food Research Association with the FDF and other BRC members on new and innovative technologies which are needed to help us with technical solutions to tackle the remaining products.
- SALT STRATEGY BEYOND 2012
- FSA (UK) Salt Reduction Targets for 2012

# Working with Suppliers

Product	Own Label	Salt level	2010 Target	2012 Target
<b>Dutch Smoked Gouda</b>	<b>Yes/N</b>	<b>0.2g</b>	<b>Y</b>	<b>Y</b>
<b>Dutch Smoked Gouda Roll</b>	<b>Yes/N</b>	<b>0.2g</b>	<b>Y</b>	<b>Y</b>
<b>Finest Mature Cashel Blue 180g</b>	<b>Yes/N</b>	<b>2.25g</b>	<b>N</b>	<b>N</b>
<b>Finest Mature Cooleeney 165g</b>	<b>Yes/N</b>	<b>1.5g</b>	<b>N</b>	<b>N</b>
<b>Finest Ardrahan</b>	<b>Yes/N</b>	<b>2.0g</b>	<b>N</b>	<b>N</b>
<b>Finest Bellingham Blue Cheese</b>	<b>Yes/N</b>	<b>2.9g</b>	<b>N</b>	<b>N</b>
<b>French Brie 60%</b>	<b>Yes/N</b>	<b>1.38g</b>	<b>Y</b>	<b>Y</b>
<b>Finest Vintage (Mature) North Cork Red Cheddar</b>	<b>Yes/N</b>	<b>1.9g</b>	<b>Y</b>	<b>N</b>
<b>Finest Vintage North Cork White Cheddar</b>	<b>Yes/N</b>	<b>1.9g</b>	<b>Y</b>	<b>N</b>
<b>Swiss Gruyere</b>	<b>Yes/N</b>	<b>1.48g</b>	<b>N</b>	<b>N</b>

# Working with Suppliers

Product	Own Label	Salt level	2010 Target	2012 Target
<b>Wedges (ISB)</b>	<b>Yes/N</b>	<b>1.52g</b>	<b>N</b>	<b>N</b>
<b>Hash Brown</b>	<b>Yes/N</b>	<b>1.01g</b>	<b>N</b>	<b>N</b>
<b>Sausage Roll</b>	<b>Yes/N</b>	<b>1.52g</b>	<b>Y</b>	<b>N</b>
<b><u>3.5' Sausage Rolls</u></b>	<b>Yes</b>	<b>1.27g</b>	<b>Y</b>	<b>N</b>
<b>Ham &amp; cheese Panier</b>	<b>Yes/N</b>	<b>2.03g</b>	<b>N</b>	<b>N</b>
<b>Ham &amp; Cheese Croissant</b>	<b>Yes/N</b>	<b>1.27g</b>	<b>Y</b>	<b>N</b>
<b>Twisty Fries</b>	<b>Yes/N</b>	<b>1.27g</b>	<b>N</b>	<b>N</b>
<b>Seasoned crispy cubes</b>	<b>Yes/N</b>	<b>0.76g</b>	<b>N</b>	<b>Y</b>
<b>French Fries</b>	<b>Yes/N</b>	<b>0.25g</b>	<b>Y</b>	<b>Y</b>

# Working with Suppliers

Product	Own Label	Salt level	2010 Target	2012 Target
<b>Family Pack Pork, Onion &amp; Tomato</b>	<b>Yes/N</b>	<b>2.41g</b>	<b>N</b>	<b>N</b>
<b>Family Pack luncheon</b>	<b>Yes/N</b>	<b>2.54g</b>	<b>N</b>	<b>N</b>
<b>Family Pack Cooked Ham 420g</b>	<b>Yes</b>	<b>2.24g</b>	<b>N</b>	<b>N</b>
<b>Family Pack Crumbed Ham 420g</b>	<b>Yes</b>	<b>2.24g</b>	<b>N</b>	<b>N</b>
<b>Family Pack honey Roast Ham 420g</b>	<b>Yes</b>	<b>2.16g</b>	<b>N</b>	<b>N</b>
<b>Family Pack Ham &amp; Chicken 380g</b>	<b>Yes/N</b>	<b>2.77g</b>	<b>N</b>	<b>N</b>
<b>Family Pack Premium Turkey</b>	<b>Yes</b>	<b>2.08g</b>	<b>N</b>	<b>N</b>
<b>Tesco Crumbed Ham</b>	<b>Yes</b>	<b>1.93g</b>	<b>Y</b>	<b>N</b>

# Working with Suppliers

Product	Own Label	Salt level	2010 Target	2012 Target
<b>Tesco Salmon with Marinade</b>	<b>Yes</b>	<b>0.4g</b>	<b>Y</b>	<b>Y</b>
<b>Cod with Butter &amp; Herb</b>	<b>Yes</b>	<b>0.44g</b>	<b>Y</b>	<b>Y</b>
<b>Hake with Marinade</b>	<b>Yes</b>	<b>0.53g</b>	<b>Y</b>	<b>Y</b>
<b>Salmon &amp; Oriental BBQ</b>	<b>Yes</b>	<b>0.45g</b>	<b>Y</b>	<b>Y</b>
<b>Cod with Irish Cheese Sauce</b>	<b>Yes</b>	<b>0.35g</b>	<b>Y</b>	<b>Y</b>
<b>Cod with Chilli &amp; Garlic Marinade</b>	<b>Yes</b>	<b>0.43g</b>	<b>Y</b>	<b>Y</b>
<b>Smoked Haddock &amp; Cream Sauce</b>	<b>Yes</b>	<b>2.28g</b>	<b>Y</b>	<b>Y</b>
<b>Tesco Salmon with Marinade</b>	<b>Yes</b>	<b>0.4g</b>	<b>Y</b>	<b>Y</b>
<b>Cod with Garlic Butter &amp; Herb</b>	<b>Yes</b>	<b>0.44g</b>	<b>Y</b>	<b>Y</b>
<b>Salmon &amp; Oriental BBQ</b>	<b>Yes</b>	<b>0.45g</b>	<b>Y</b>	<b>Y</b>

# Working with Suppliers

Product	Own Label	Salt level	2010 Target	2012 Target
<b>Finest Farmhouse Rustic</b>	<b>Yes</b>	<b>0.78g</b>	<b>Y</b>	<b>Y</b>
<b>Finest Farmhouse White</b>	<b>Yes</b>	<b>1.1g</b>	<b>Y</b>	<b>Y</b>
<b>Everyday Value Brown Bread</b>	<b>Yes</b>	<b>1.1g</b>	<b>Y</b>	<b>Y</b>
<b>Everyday Value White Bread</b>	<b>Yes</b>	<b>1.1g</b>	<b>Y</b>	<b>Y</b>
<b>Premium Wholemeal Bread</b>	<b>Yes</b>	<b>1.0g</b>	<b>Y</b>	<b>Y</b>
<b>Medium White Sliced Bread</b>	<b>Yes</b>	<b>1.1g</b>	<b>Y</b>	<b>Y</b>
<b>Everyday Value Burger Buns Plain</b>	<b>Yes</b>	<b>1.18g</b>	<b>Y</b>	<b>Y</b>
<b>Toaster</b>	<b>Yes</b>	<b>1.1g</b>	<b>Y</b>	<b>Y</b>
<b>Family White Sliced</b>	<b>Yes</b>	<b>1.1g</b>	<b>Y</b>	<b>Y</b>



# Working with Suppliers

Product	Own Label	Salt level	2010 Target	2012 Target
<b>Apple &amp; Blackberry Pie</b>	<b>Yes</b>	<b>0.4</b>	<b>Y</b>	<b>N</b>
<b>Apple Pie</b>	<b>Yes</b>	<b>0.6</b>	<b>N</b>	<b>N</b>
<b>Rhubarb Pie</b>	<b>Yes</b>	<b>0.5</b>	<b>Y</b>	<b>N</b>
<b>Rhubarb Crumble</b>	<b>Yes</b>	<b>0.6</b>	<b>N</b>	<b>N</b>
<b>Apple Crumble</b>	<b>Yes</b>	<b>0.7</b>	<b>N</b>	<b>N</b>
<b>Rhubarb &amp; Custard</b>	<b>Yes</b>	<b>0.6</b>	<b>N</b>	<b>N</b>
<b>Apple &amp; Custard</b>	<b>Yes</b>	<b>0.4</b>	<b>Y</b>	<b>N</b>
<b>Cappuccino Hotcake</b>	<b>Yes</b>	<b>0.6</b>	<b>Y</b>	<b>Y</b>
<b>Lemon &amp; White Choc</b>	<b>Yes</b>	<b>0.5</b>	<b>Y</b>	<b>Y</b>
<b>Fruits of Forest Hot cke</b>	<b>Yes</b>	<b>0.5</b>	<b>Y</b>	<b>Y</b>

# Working with Suppliers

Product	Own Label	Salt level	2010 Target	2012 Target
<b>Panini Bread</b>	<b>Yes</b>	<b>1.2g</b>	<b>Y</b>	<b>N</b>
<b>Soda Farls</b>	<b>Yes</b>	<b>1.2g</b>	<b>Y</b>	<b>Y</b>
<b>Potato Farls</b>	<b>Yes/N</b>	<b>1.06g</b>	<b>Y</b>	<b>Y</b>
<b>Batch Bread</b>	<b>Yes/N</b>	<b>1.0g</b>	<b>Y</b>	<b>Y</b>
<b>Stayfresh White</b>	<b>Yes</b>	<b>1.0g</b>	<b>Y</b>	<b>Y</b>
<b>Stayfresh Wholemeal</b>	<b>Yes</b>	<b>1.02g</b>	<b>Y</b>	<b>Y</b>
<b>Wheaten Farls</b>	<b>Yes/N</b>	<b>1.01g</b>	<b>Y</b>	<b>Y</b>
<b>Round Wheaten</b>	<b>Yes</b>	<b>1.0g</b>	<b>Y</b>	<b>Y</b>
<b>Square Wheaten</b>	<b>Yes</b>	<b>1.0g</b>	<b>Y</b>	<b>Y</b>