

Salt reduction in Breakfast Cereals

A Manufacturer's Perspective

Neil McGowan
Kellogg Company of Ireland

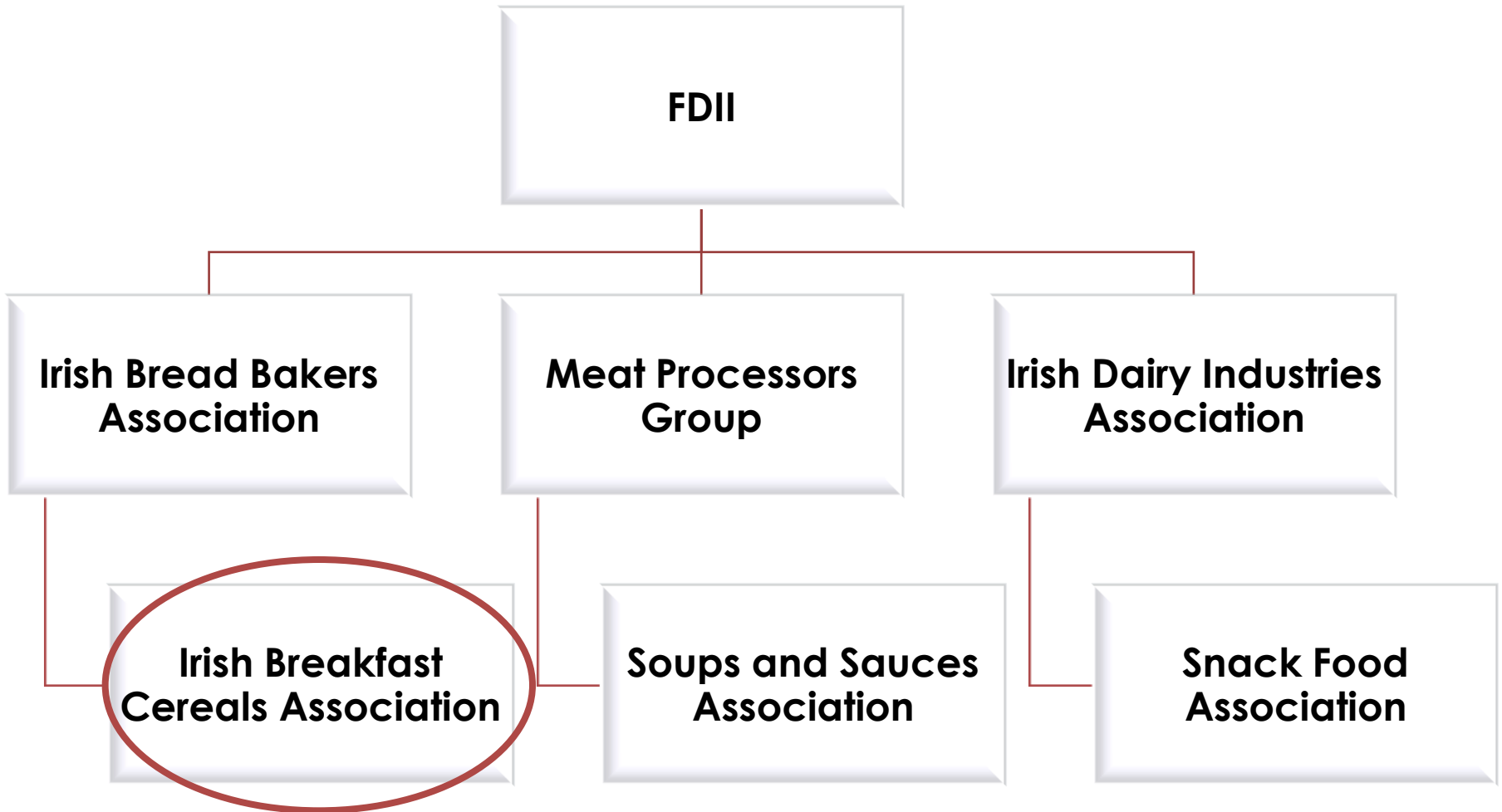


Overview

- **A “whole of industry” approach**
- **The contribution of breakfast cereals to the diet**
- **Tools Available to Manufacturers to reduce salt**
- **The Future & Some Conclusions**



An Industry Approach



Kellogg's

Trade Association

- **The Irish Breakfast Cereal Association (IBCA) represents the interests of breakfast cereal companies in Ireland**
- **Visible contact point for FSAI and forum to discuss this industry issue**
- **All manufacturers were in this together**
- **Agreed that sales weighted average should be used**
 - **Reductions prioritised in those products most popular with consumers**

Kellogg's



Why get involved?

Pros

- Responsibility to be a part of the solution
- Scientific rationale and goals from FSAI were clear and persuasive
- Opportunity to build trust with regulator
- Example that cooperation works

Cons

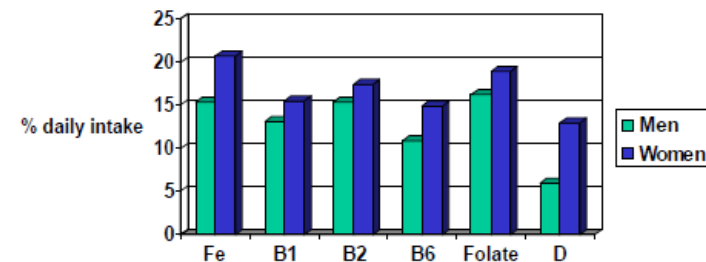
- Many recipes developed before concerns about salt and health were raised
- Consumer tastes
- Cost
- Technical
- Altering a winning brand recipe
- Competitors and Imports

Kellogg has a salt reduction programme in place since 1998

Kellogg's

Some Context on Breakfast Cereals

- Some people skip breakfast but those that do are more likely to be overweight
- Adults and children who regularly eat breakfast cereals have lower BMI than those who don't
- Breakfast cereals are not a major contributor of salt
 - ~ 4% of total salt intake in adults
 - ~ 6% of total salt intake in children
- Nutrient dense



Kellogg's

(Source: Role of breakfast and breakfast cereals in a healthy diet, Dr. Carrie Ruxton)

Drivers For Continued Reductions



Tools available to manufacturers to reduce salt

Smaller
Portion
Sizes

Sodium
Availability

Sodium
replacers

New
technology

Clear
Information

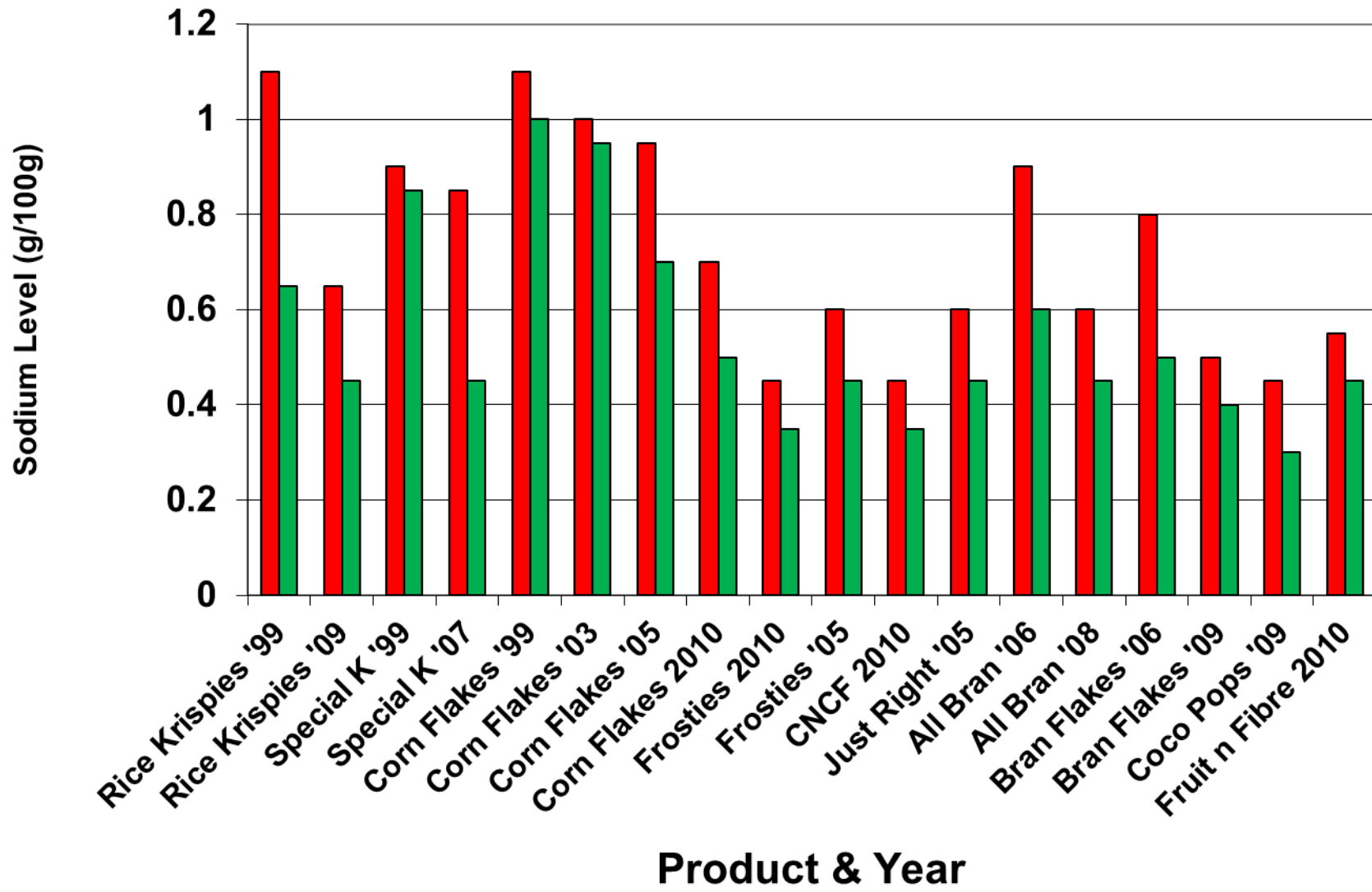
Increase
use of
herbs and
spices

Increase
choice

Gradual Stealth Reductions

Kellogg's

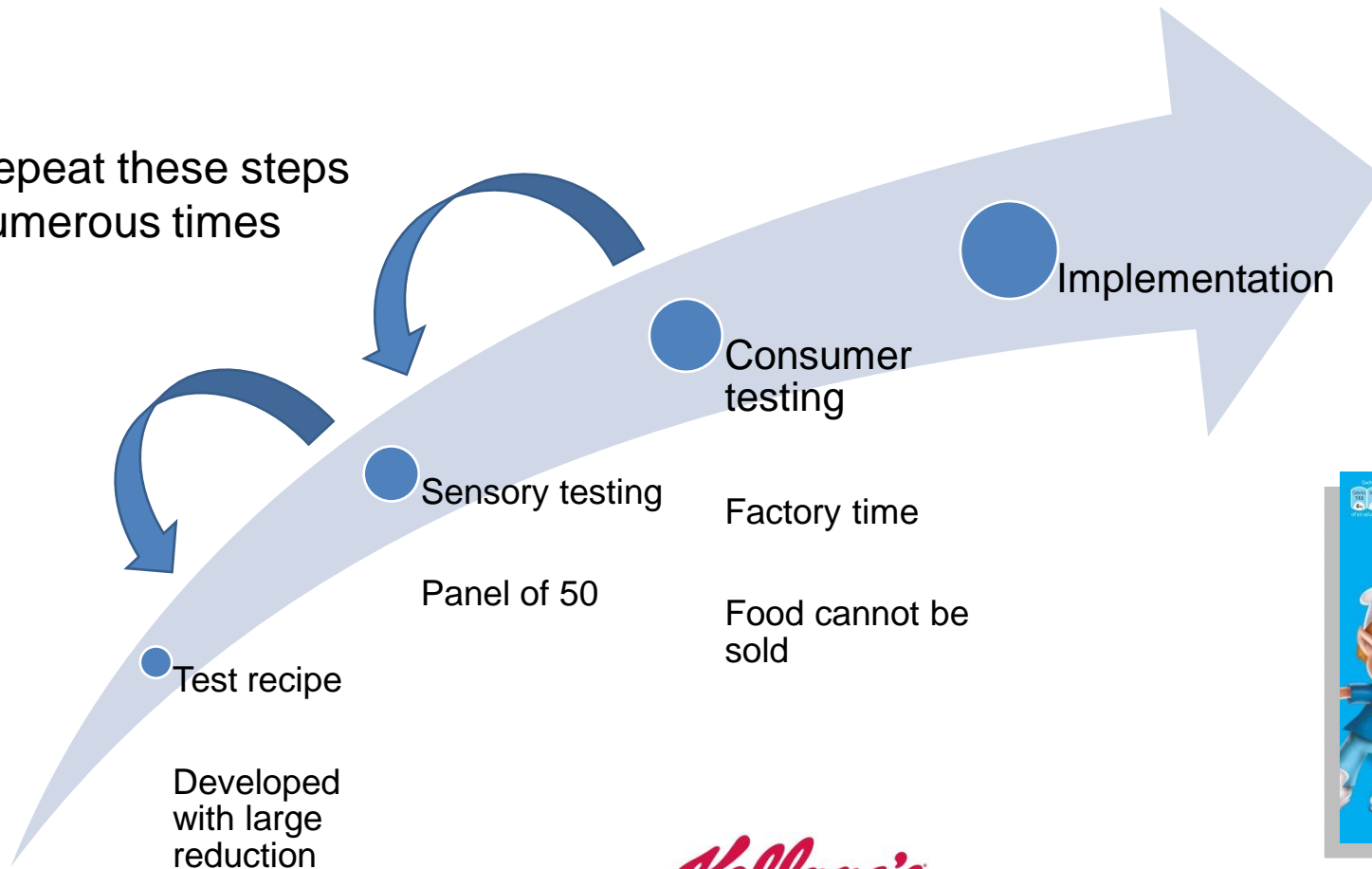
Gradual Reduction: Snapshot



Gradual Reduction: Rice Krispies

- **Team: Project Manager (logistics), Food technologists, Nutritionist, Quality, Marketing, Consumer research**

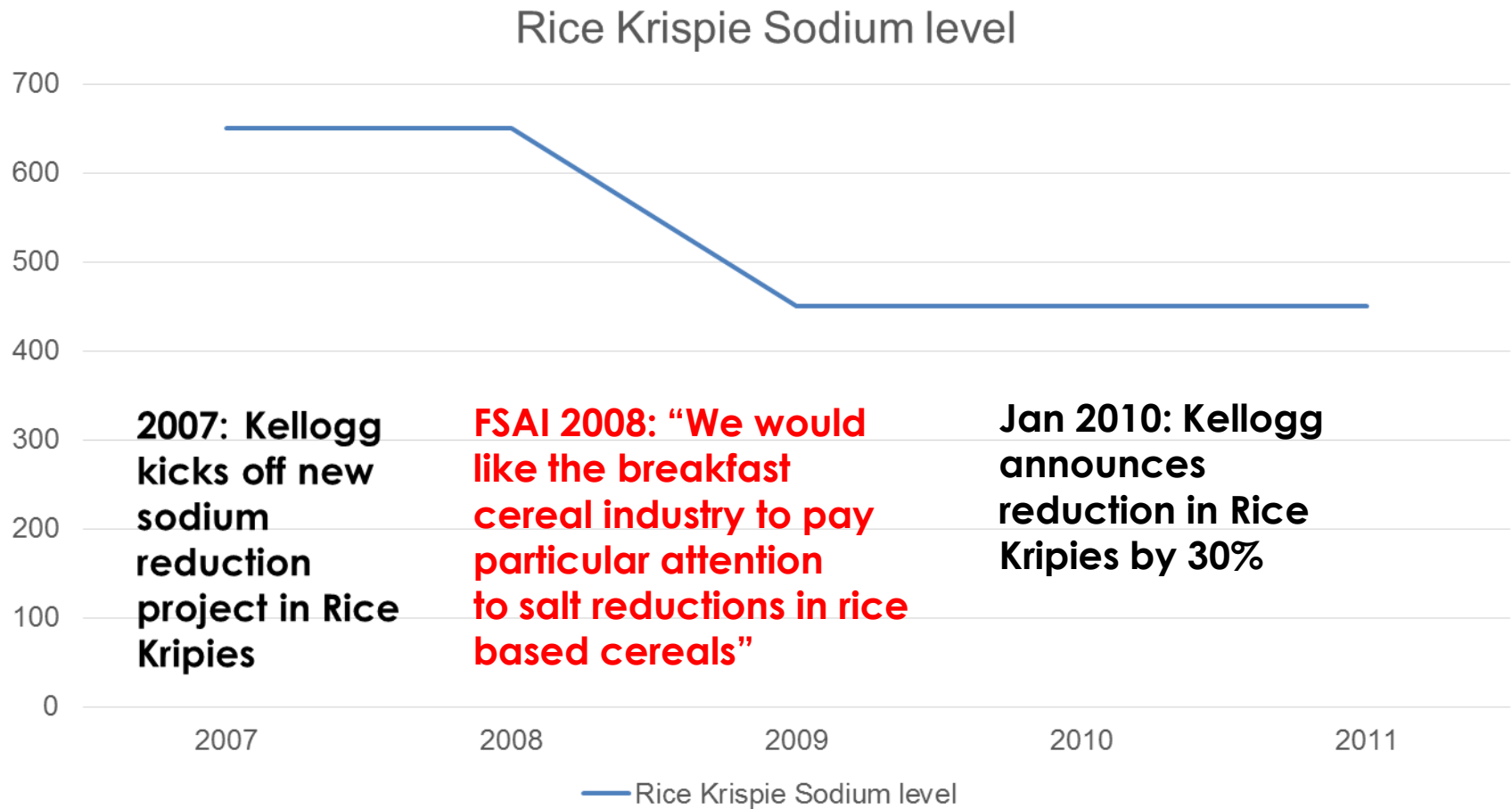
Repeat these steps
numerous times



Kellogg's



Gradual Reduction: Rice Krispies



Kellogg's

Reductions can have a knock on effect



Derivative brands also benefitted e.g. Coco Pops, Frosties & Crunchy Nut

Kellogg's

Huge Strides Achieved since 1998!



47%
Reduction



55%
Reduction



55%
Reduction



57%
Reduction

Kellogg's

Continued focus on big brands



Further 11% in 2013

Kellogg's

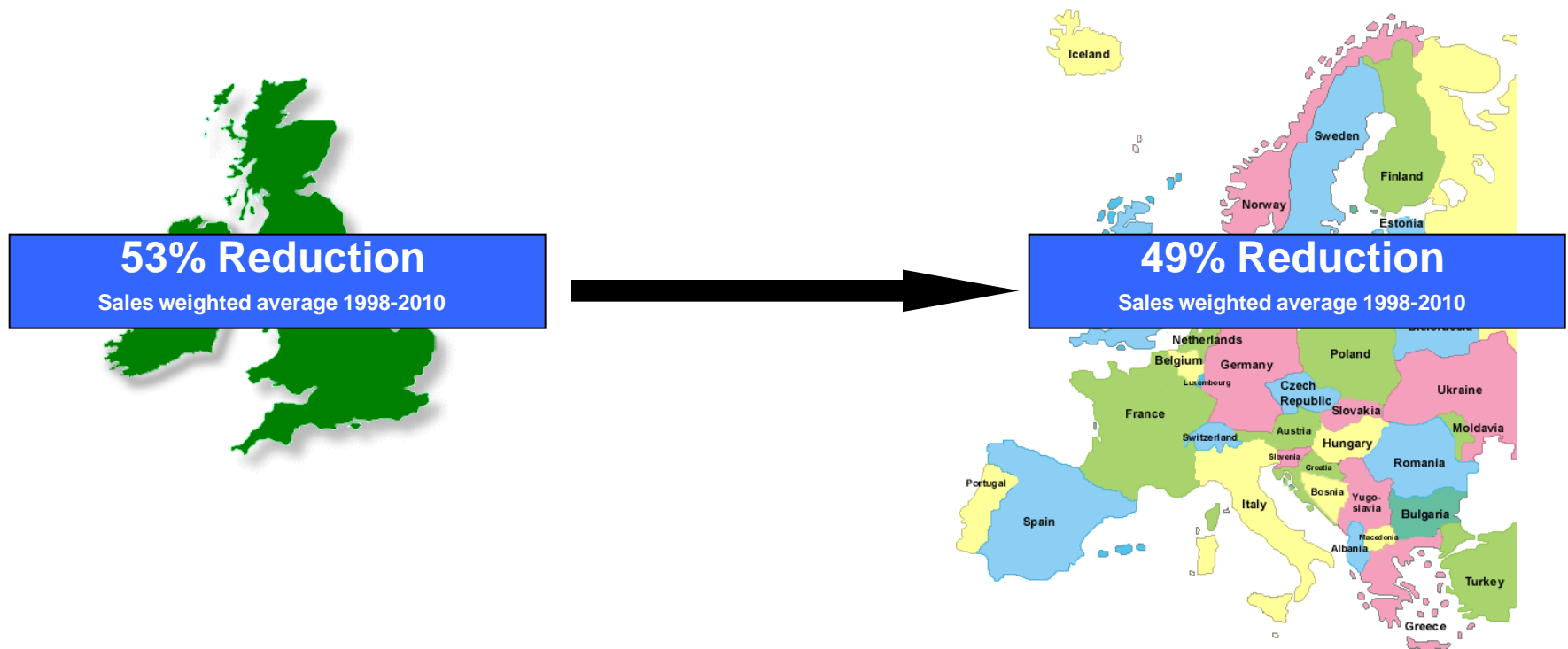
FSAI monitoring

Table 8 Breakfast Cereals (Sodium in mg/100g)

Category	Mean Sodium (Std Dev) [Range]			t-test ($\alpha = 0.05$)	% Sodium Reduction
	2003	2007	2011 ^h	2003 v 2011	2003 to 2011
Rice Based Cereals ^a	555 (168) [316 - 769]	583 (141) [390 - 800]	307 (70) [220 - 490]	0.0002	45
Bran Based Cereals ^b	544 (174) [194 - 817]	430 (128) [220 - 600]	336 (134) [140 - 620]	0.0021	38
Cornflake Based Cereals ^c	761 (132) [535 - 911]	551 (101) [400 - 750]	309 (117) [140 - 570]	0.0000	59
Biscuit Based Cereals ^d	311 (103) [238 - 538]	268 (48) [180 - 340]	218 (39) [120 - 280]	0.0275	30
Multigrain Cereals ^e	534 (170) [198 - 744]	348 (137) [120 - 650]	277 (104) [120 - 500]	0.0016	48
Muesli ^f	261 (81) [171 - 387]	162 (60) [120 - 260]	138 (20) [100 - 180]	0.0063	47
All Other Cereal Products ^g (No Added Salt/Low Salt)	21 (30) [<10 - 118]	32 (27) [<10 - 110]	32 (31) [<10 - 110]	NA	NA
Total Samples	88	119	330		

Kellogg's

What we've achieved in Ireland/ UK benefits other markets



Kellogg's

Increasing choice

- Nutrient profiling is driving holistic approach to reformulation including salt reduction
- New Mini Max brand introduced in 2012
 - Low salt [0.3g salt per 100g]
 - High fibre
 - Low in fat & saturated fat
 - Fortified with vitamins and iron
- Non High Fat Sugar and Salt

Kellogg's



Clear Information

- Kellogg were the first company to use GDA nutrition labelling on pack
- GDA's introduced industry wide on a voluntary basis in 2006
- Well understood by Irish consumers
 - 85% of branded and private label foods carry GDA's
- GDA's can encourage consumers to choose lower salt option
- Clean Labelling: new technologies/ ingredients vs. consumers preference for “natural”

Kellogg's



Clear Information

- www.kellogg.ie for consumers
- www.kelloggnutrition.com for health professionals
- Consumer Helpline



The Kellogg's logo in its signature red script font.



How low will we go?

- **How low CAN we go?**
- **After 10 - 15 years of reductions, we need further expertise**
- **Partnerships with flavour companies and research bodies**
- **New tools required and time to revisit advice on old ones?**



The answer.....

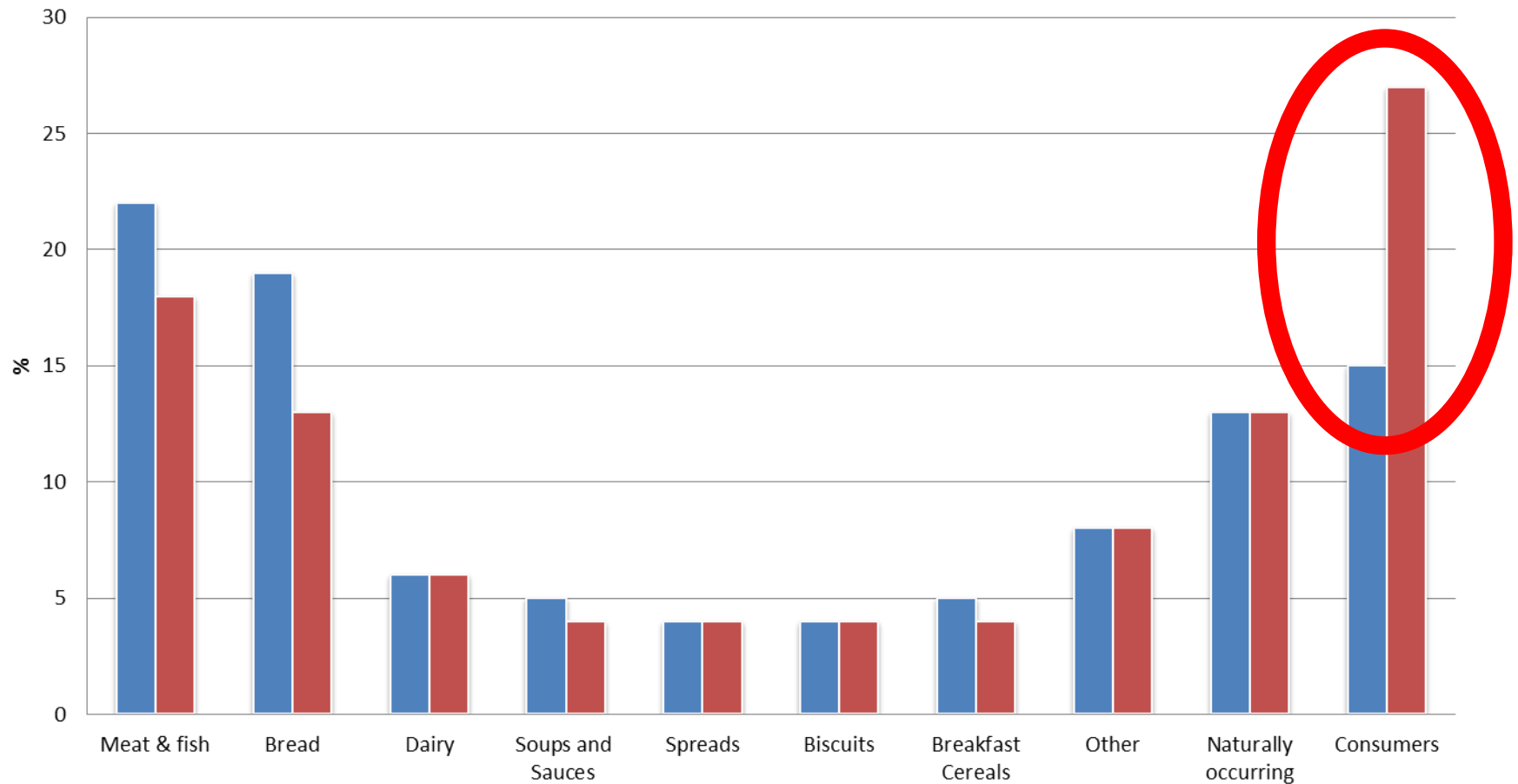
Irish Breakfast Cereals Association will continue salt reductions where technically feasible and subject to continued consumer acceptance

FSAI verified that Breakfast cereals such rice and cornflake based products have reduced by 45% and 57% respectively

The Kellogg's logo, featuring the brand name in a red, cursive script.

The overall context

Contributors to Salt Intakes 2001 vs 2011



Kellogg's

The future

- **Significant reductions right across manufacturing industry**
 - **Average reduction: 30%**
 - **Kellogg average reduction: 50%**
- **Big bets for lowering salt intakes in future**
 - **Out of home consumption**
 - **Consumers**
 - **Education & Encouragement required**



Conclusions

- **Salt reduction campaign has been a genuine success**
- **Balance of scientific approach & pragmatism by FSAI**
- **Enthusiasm and investment from manufacturers has delivered on promises**
- **Need for continued development of tools available**
- **Reformulation is a journey not a destination.**

