

Category	Value	Unit
Population	4,500,000	
GDP	200,000,000,000	€
Unemployment	12.5%	
Immigration	100,000	per year
Healthcare	10,000,000,000	€
Education	5,000,000,000	€
Environment	1,000,000,000	€
Transport	1,000,000,000	€
Energy	1,000,000,000	€
Water	1,000,000,000	€
Waste	1,000,000,000	€
Food	1,000,000,000	€
Drinks	1,000,000,000	€
Alcohol	1,000,000,000	€
Tobacco	1,000,000,000	€
Other	1,000,000,000	€

Source: Food Safety and Inspection Service



Taking steps together



<http://www.gapminder.org/>





SALT



**SALT**

**SALT REDUCTION**

**EXEMPLAR OF THE MULTI-  
STAKEHOLDER APPROACH**



150 members

approximately 80% of market share

product  
associations

# Food and Drink Industry Ireland

FDII is a business sector within IBEC representing the interests of 150 food and drink companies in Ireland



Meat



Dairy



Consumer Foods



Industry Initiatives



Food Safety & Regulatory Affairs

## Product Associations

- Renderers
- Petfood
- Cold Stores
- Bread
- Breakfast Cereals
- Coffee
- Margarine
- Confectionary
- Soups & Sauces
- Snackfood

# PCF Sector: Diverse, innovative & consumer-focussed



Irish Business and Employers Confederation



# STARTING POINT 2003

- 15-20% of total dietary sodium intake from discretionary sources (salt added in cooking and at table)
- 15% from naturally occurring sodium in unprocessed foods
- 65-70% from manufactured foods
- Industry wanted to take action
- Some trepidation about risks to business, products, market share





**Food Safety**  
AUTHORITY OF IRELAND

**FOOD**  
AND **DRINK**  
INDUSTRY  
IRELAND

Brand  
loyalty

Product  
changes

# Taking steps together

# THE PROCESS

FdI coordinated the agreement of salt reduction targets for five product groups:

- Irish Bread Bakers Association (IBBA)
- Processed Meat Group
- Irish Breakfast Cereals association (IBCA)
- Irish Soup and Sauces Association (ISSA)
- Snack Foods Association (SFA)
- 2008 addition of the Irish Dairy Industries Association (IDIA)

Annual reporting to FSAI

Co-ordination of annual category responses to FSAI



# SALT IN FOOD MANUFACTURING

Consumer preference: people prefer salted product

Taste: contributes to flavour profile & palatability

“Manufacturability”: plays a key role in successful processing

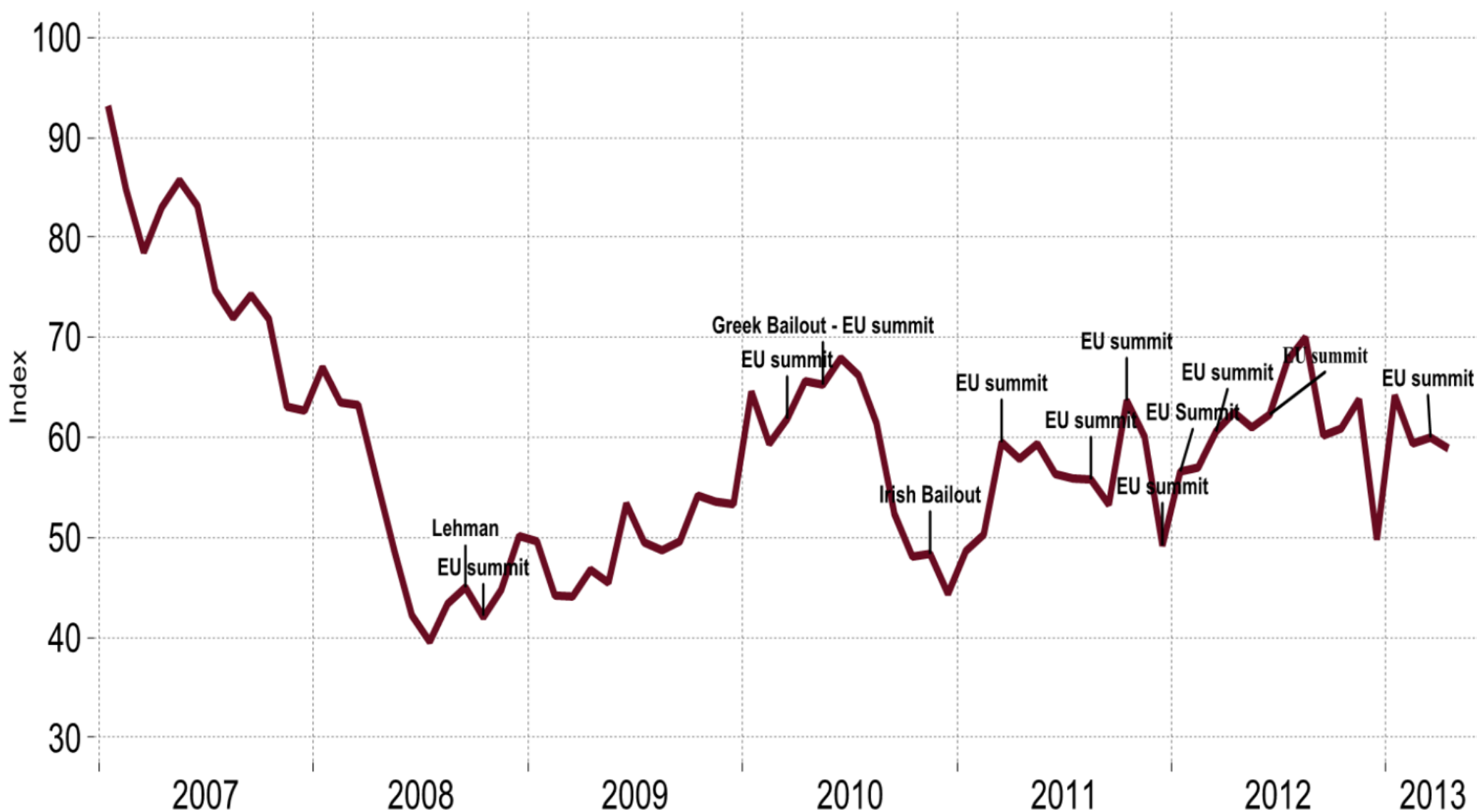
Shelf Life/Safety

Eating Quality & Texture: salt determines different sensory profiles

## SOME CATEGORY RESULTS

- White bread reduced by up to 18%
- Wholemeal bread reduced by up to 20%
- Canned and dried soups reduced by up to 25%
- Cooking sauces such as curry sauces by up to 30%
- Potato crisps by up to 19%
- Breakfast cereals such rice and cornflake based products by 45% and 57% respectively.

## KBC Bank Ireland/ESRI, Consumer Sentiment Index & EU summits

Source: **Macrobond**

## CHALLENGES FROM A COMPANY PERSPECTIVE

- Costs
- Technical barriers
- Consumer resistance
- Loss of market share



# POSITIVES OF THE PROCESS

- Large companies moving in step with competitors
- Engagement with State Agency
- Publication of results - Name and Shame/Name and Fame
- Consumer acceptance - recalibrating the palette
- Allowed for different levels of technology, expertise & existing levels of progress
- Allowed for functional usage of salt

# ACHIEVING REDUCTIONS

- Increased use of spices
- Use of mineral salts
- Use of salt replacers
- Use of taste enhancers



Missing video

# LEARNINGS AND NEXT STEPS

- Salt Programme shows collaborative action does work
- Reformulation efforts must be supplemented by education to consumers
- Companies reaching thresholds of technological ability to remove salt
- Emphasis on driving salt reduction in new sectors and products
- Large companies can mentor/advise smaller companies
- Research needed to assist in further reduction - UCC (Bread), UL (Ready meals) & UCD (Cheese) but must be factory-relevant
- Government funded research centre on salt-reduction
- Reformulation across nutrients, fortification and choice will continue to facilitate healthier lifestyles



# REFORMULATION IS GOOD FOR BUSINESS

- 82% of respondents had reformulated their products
- 76% had reduced salt in their products
- 50% had reduced saturated fat in their products
- 58% had reduced sugar in their products
- 60% launched 'alternative' products
- 83% of companies advertise these 'alternative' products
- 46% have introduced reduced portion

# OTHER REFORMULATION EFFORTS

- Crisps/snacks in sunflower seed oil
- Introduction of stevia in beverages
- Reduced sugar in cordials
- Sat fat reduction in confectionery
- Fat reduction in dairy
- Trans fat removal at EU level

# REFORMULATION 2.0: LIVEWELL PLATFORM

- Attempt to drive collaboration in tackling obesity
- Product reformulation is key pillar
- Measurement of reformulation over last decade
- Engage with the FSAI over the coming years
- other nutrients covered
- FDI driving widest industry uptake
- FDI will continue to work with existing salt programme members

# FDII's Livewell Initiatives

**Pillar 1: The Pledge** - all members sign-up to overarching platform pledges and can participate in any combination of the pillars below

<b>PILLAR 2:</b> <b>REFORMULATION/FORTIFICATION/CHOICE</b>	<b>PILLAR 3:</b> <b>NATIONAL WORKPLACE WELL-BEING</b>	<b>PILLAR 4:</b> <b>CONSUMER INFORMATION</b>	<b>PILLAR 5:</b> <b>CATEGORY COMMITMENTS</b>
<p>Companies can commit to reformulating the following nutrients:</p> <p>Salt</p> <p>Sugar</p> <p>Sat/Trans Fat</p> <p>Additives</p> <p>Calories</p>	<p>NHF disseminate the WWC to all member companies</p> <p>National Workplace Wellbeing Awareness Campaign to promote WWB</p> <p>Research project to identify solutions to the challenges for companies in implementing WWB</p>	<p>FDII members establish a fund to execute a national public health information campaign with Health authorities</p> <p>The fund may also be directed to support national research that will enhance Ireland's ability to address obesity</p>	<p>Product associations identify relevant initiatives</p>
<p>Fortification projects</p> <p>Increased choice/healthier options/reduced calories</p>	<p>Production of a toolkit for companies to implement workplace wellbeing cultures in their organisations</p>	<p>Administered by Livewell committee in conjunction with relevant state agencies</p>	<p>Where possible associations will collaborate</p>

