



Department
of Health

Public Health Responsibility Deal Salt Reduction Strategy

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Food Matter November 2014

Responsibility Deal

The **Public Health Responsibility Deal** is a **voluntary** partnership between business, government and wider stakeholders.

The Responsibility Deal aims to tap into the potential for businesses and other influential organisations to make a significant contribution to **improving public health**.

Over **700** organisations have already signed up in one or more of four areas:

- - Alcohol
- - Food
- - Physical Activity
- - Health at work

Food Network Pledges

- **Salt Reduction**
- Calorie Reduction
- Saturated Fat Reduction
- Out of Home Calorie Labelling
- Trans fats removal
- Fruit and vegetables promotion
- Front of Pack Nutrition Labelling

Over **100** organisations have signed a **salt reduction pledge** since the launch of the Responsibility Deal.



The Salt Story

Reducing salt intake can help lower blood pressure in just 4 weeks



The food industry and government are working together to reduce salt in food



So far...

We've reduced average daily salt intakes by **15%** from **9.5g** in 2000/01 to **8.1g** in 2011.



Reducing salt intakes by **1g** prevents **4147 premature deaths** and saves the NHS **£288 million** each year.



What's next...

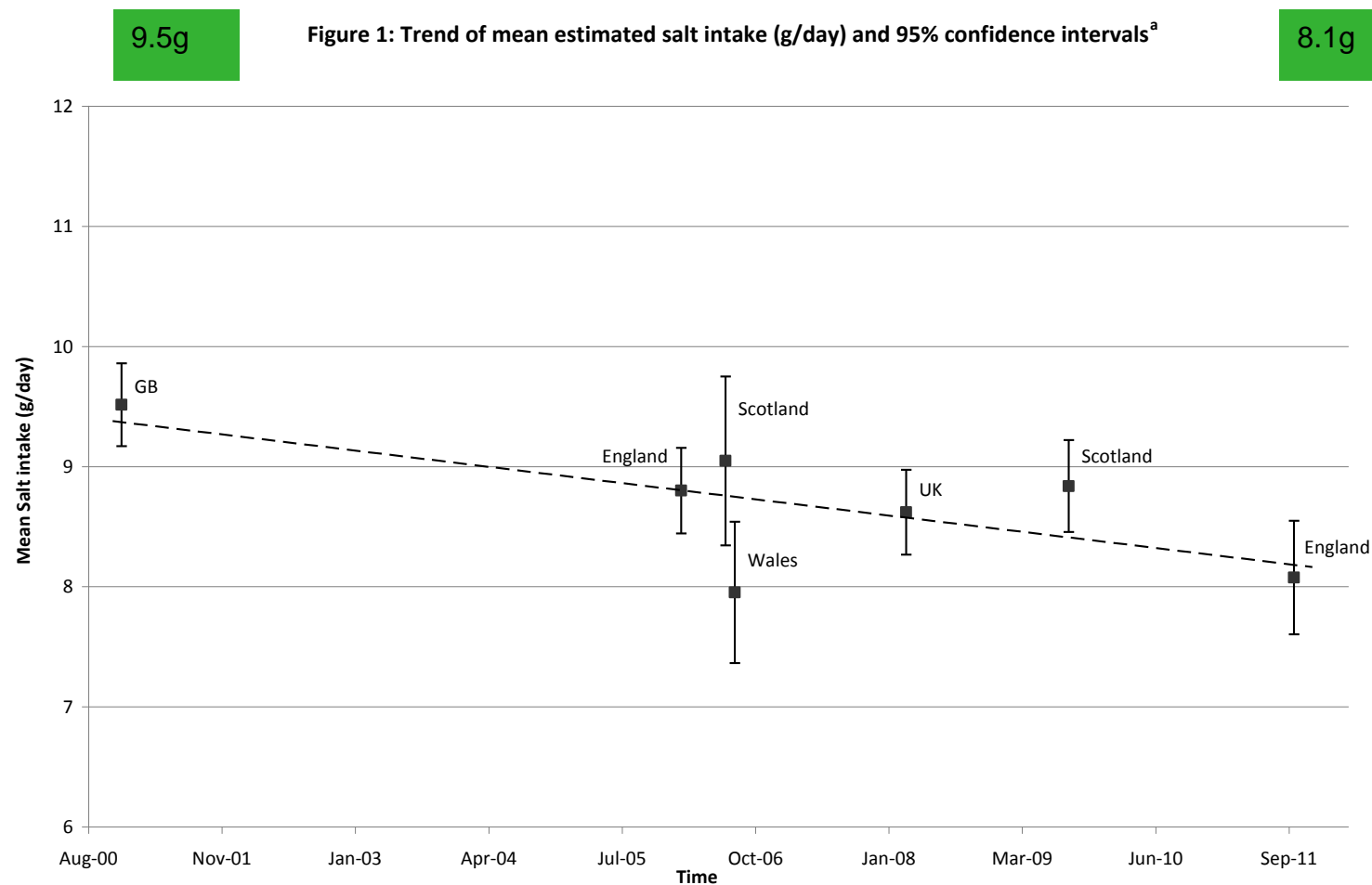
OUR AIM
MAX 6g
salt a day
for adults



Businesses have now pledged to **further reduce salt** in many everyday foods by **2017** and to hit salt targets for popular restaurant dishes.



Salt – Progress



^a The mean and 95% confidence limits for each point are as calculated according to the protocol in place at the time. Different methods of assessment of completeness of 24 hour urine collections may contribute slightly (1- 3%) to the decrease from 2006 to 2011. These differences fall within the 95% confidence limits for each point. The slope of the trend is not substantially affected by these differences.

Measuring progress

- National Diet and Nutrition Survey – urinary sodium analysis to estimate population average salt intakes – due to report in 2015
- Market data on levels of salt in foods and product sales – Kantar 2011 and 2014

Salt strategy

- UK recognised as among World-leading countries on salt reduction
- Aim to maintain momentum on salt reduction
- Salt Strategy – Published March 2013
- Four themes of strategy
 - **Reformulation** (Review of 2012 salt targets and developing maximum per serving targets for out of home sector)
 - **Further activity** by the **catering sector**
 - **Behaviour change**
 - **Broadening sign-up** to salt reduction

Strategy Theme : Reformulation

Salt targets

- Review and revise 2012 salt targets to encourage further reductions

Out of home salt targets

- Most popular dishes on menus – maximum per serving targets

Review of 2012 Salt Reduction Targets

- 80 categories of food
- Detailed analysis and validation of data of all categories of food carried out
- Taken forward through a combination of meetings on key categories (e.g. bread, meat products, cheese) 1:1 with brand leaders and trade associations
- Inclusive and collaborative process
- Wider consultation open to all stakeholders

Review of 2012 Salt Reduction Targets

Discussions covered:

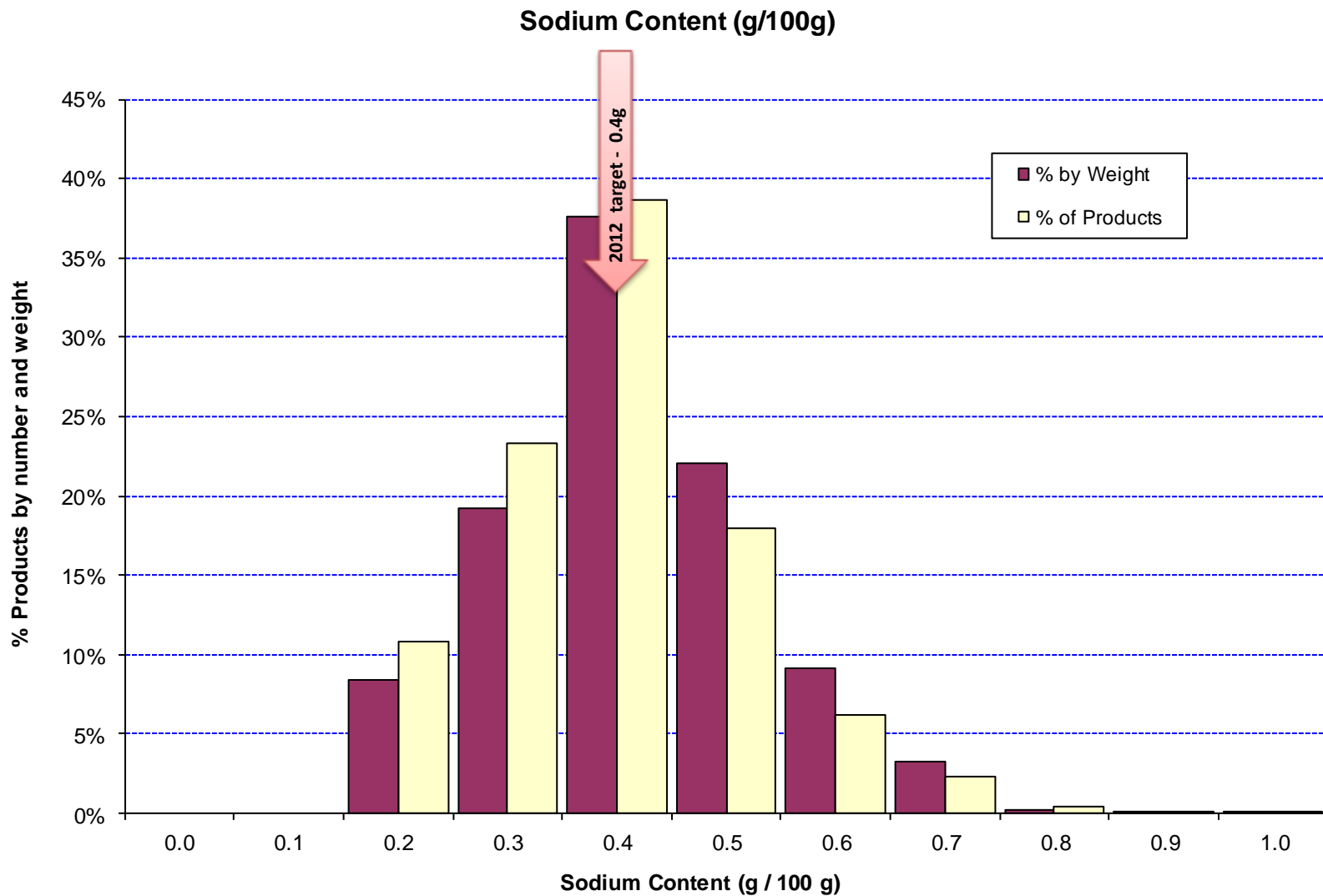
- Progress – what has been achieved, market data, scope for further reductions...
- Technical, food safety and consumer acceptability issues
- Variation between similar products
- What constitutes best practice

Examples of industry achievements

- Heinz has achieved reductions of almost 50% in their baked beans and 40% in their ketchup.
- Despite technical barriers the bread industry has managed to reduce salt in bread by 20% on average.
- McCain's has reduced salt by over 20% across their range of chips/fries and other processed potato products and introduced new healthier ranges with lower salt levels.



10. Pizza



Issues from review

- Data
- Consumer acceptability
- Technical limitations approaching in some categories
- Financial investment
- Department of Health position on potassium salt replacers
- Evidence that palates can and continue to adjust

Potassium – review of the evidence

The Department of Health does not currently recommend the use of potassium based salt replacers for the following reasons:

- To allow palates to adjust to lower salt levels
- The potential risk of increased potassium intakes to those with kidney disease

Review

- Technical limitations with reducing salt in certain product categories (e.g. morning goods) and potential benefit of substituting sodium with potassium has prompted a review of the evidence.
- The Scientific Advisory Committee on Nutrition and the Committee on Toxicity are assessing risks and benefits of potassium based salt replacers with particular reference to vulnerable groups.
- Outcomes from the review are expected in 2015.

Key features of new salt targets

- Consolidation of some categories, re-organisation and clarification of others = 76 salt target categories
- Introduction of both sales weighted average figures and maximum figures where possible
- The majority of targets have been reduced
- New targets for stocks and gravies
- Targets to be achieved by 2017
- Flexibility – 95% of products meeting the target would be considered that target has been achieved, provided levels in the outlying product have been reduced to a minimum.

The 2017 Targets – snapshot

Main Product Category	Sub categories (where relevant)	RESPONSIBILITY DEAL TARGET FOR 2017 (g salt or mg sodium per 100g)	RESPONSIBILITY DEAL TARGET FOR 2012 (g salt or mg sodium per 100g)
2. Bread	2.1 Bread and rolls Includes all bread and rolls: pre-packed, part-baked and freshly baked (including retailer in-store bakery) white, brown, malted grain, wholemeal and 50:50 bread or rolls including seeded products, French bread, ciabatta, focaccia, pitta, naan, chappattis, tortillas etc without "high salt" additions (e.g. cheese, olives, sundried tomatoes etc, for these products see category 2.2)	0.9g salt or 360mg sodium (average r) 1.13g salt or 450mg sodium (maximum)	1.0g salt or 400mg sodium (average r)
	2.2 Bread and rolls with additions Includes all bread and rolls (as listed at category 2.1 above) with "high salt" additions e.g. cheese, olives, sundried tomatoes etc.	1g salt or 400mg sodium (average r) 1.13g salt or 450mg sodium (maximum)	1.2g salt or 480mg sodium (average r)
	2.3 Morning goods - yeast raised Includes all yeast raised morning goods such as bagels, croissants, fruited and non-fruited buns, hot cross buns, pain au chocolat, teacakes, brioche etc.	0.73g salt or 290mg sodium (average r) 0.88g salt or 350mg sodium (maximum)	0.75g salt or 300mg sodium (average r) 1.0g salt or 400mg sodium (maximum)
	2.4 Morning goods - powder raised Includes all powder raised morning goods such as waffles, pancakes, English muffins, crumpets, soda farls, plain and fruit scones, potato farls, wheaten bread.	1.13g salt or 450mg sodium (average r) 1.25g salt or 500mg sodium (maximum)	
3. Breakfast Cereals	3.1 Breakfast cereals Includes all breakfast cereals, e.g. muesli, cornflakes, hot oat cereals etc.	0.59g salt or 235mg sodium (average r) 1.0g salt or 400mg sodium (maximum)	0.61g salt or 244mg sodium (average r) 1.125g salt or 450mg sodium (maximum)

Salt Reduction Out of Home

Why the out of home sector is so important

- **Over 150 million meals are eaten out of the home every week in the UK**
- Good progress has been made but we need further action across the whole sector.
- We can't achieve our 6g goal solely through focusing on what people are eating at home.
- Differences between retail and Out of Home products is often stark

(Source: 'Eating Out in the UK 2012, Allegra Food Strategy Forum)

Salt

Retail compared to out of home sectors

Supermarket	High Street
Lasagne: 2.34g	Lasagne: 5.22g (pub chain)
Pizza: 4.96g	Pizza: 7.3g (restaurant)

Salt Reduction Out of Home Initiatives

Three salt catering pledges published 2012:

- a) Chef training and kitchen practice
 - b) Reformulation of dishes and information to consumers
 - c) Procurement of products to meet salt targets
- Chef training package – British Nutrition Foundation
 - Localisation of Responsibility Deal – Healthier catering tips for SMEs.

A new pledge – Out of Home Salt Targets

- Maximum per serving targets for the most popular items on menus and for children's meals.
- Published March 2014

Key Features of out of home targets

- Targets for 10 most popular menu items and a target for children's meals
- Set maximum levels of salt per dish
- Based on analysis of available market data
- 2 years to meet targets
- Built in flexibility (1 in 20 rule) – Pledge is still considered achieved if there is an exceptional product above the maximum where efforts have been made to reduce salt to a minimum. Limited to 1 product in 20.

Target categories

1. Potato products
2. Burgers
3. Battered or breaded chicken portions and pieces
4. Battered or breaded seafood based meals
5. Pies
6. Sauce based main dishes
7. Beef steaks, grilled chicken and roast main meals
8. Sandwiches
9. Pasta meals
10. Pizza
11. Children's main meals

The Out of Home Targets – snapshot

Main product category	Sub category	Maximum per serving targets	Additional information
DISH TARGET 1. Potato products	1.1 Seasoned fries Includes all chips below 8mm thickness	0.88g salt or 350mg sodium	Chips served unseasoned (i.e. without being pre-salted) are excluded from this target.
	1.2 Seasoned chips and other potato products Includes chips with an 8mm or bigger width that have been pre seasoned before serving. Also includes other potato based products e.g. wedges, potato skins and roast potatoes. Excludes potato products cooked in a sauce such as <u>bombay potatoes</u> , <u>gratin dauphinois</u> etc.	1.5g salt or 600mg sodium	
DISH TARGET 2. Burgers in bun	2.1 Small burgers without cheese or other cured meats Includes single beef/pork patty burgers and chicken burgers. Excludes burgers with cheese or cured meat (e.g. bacon) additions. Also excludes singles beef patties at or above 6oz in weight.	2.4g salt or 960mg sodium	These target cover burger patties, additions and sauces within a bun. Accompaniments served outside of the bun are considered as side dishes and are not covered by the burger target. The targets include sauce and topping options where these are served in the bun and are included in the fixed price of the burger.
	2.2 Burgers with cured meats Includes single or multiple beef/pork patty burgers and chicken burgers with cured meat additions such as bacon or chorizo (e.g. bacon and cheese).	4g salt or 1600mg sodium	
	2.3 All other burgers Includes single patties with cheese, multiple patties with or without cheese and vegetarian/bean or fish alternatives. Also includes single beef patties at or above 6oz in weight.	3.5g salt or 1400mg sodium	



**New Pledges
41 signatories
60% of retail market**



Salt reduction summary

- Great progress has been made
- 41 signatories to the new pledges including all major supermarkets, key manufacturers and out of home brands. Covering around 60% of salt retail market.

Future challenges...

- Need to close the gap between signatories to 2012 and 2017 targets and further broaden sign up.
- Salt targets alone are not going to achieve our goal
- Need further engagement from out of home businesses including SMEs
- Behaviour change

Further information

More information is available at:

<https://responsibilitydeal.dh.gov.uk/pledges/>

Or talk to us:

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