



## Reducing sodium

Reducing sodium is complex and challenging, both technically and in terms of consumer acceptance. For many years, IFBA members have been using their R&D talents and consumer insights to reformulate their products to provide a broad range of foods containing no- or low-sodium or no salt and to raise awareness and create a demand for lower-sodium products.

IFBA members have achieved large reductions in salt over time by implementing slow and gradual reductions to help consumers adjust their taste preference and prevent them from adding salt back in at the table. Salt reductions have been achieved through recipe reformulations, the introduction of salt replacers, such as lower-sodium sea salt and salt enhancements such as aromas, herbs and spices. In 2021, IFBA members collectively developed a [global sodium reduction commitment](#) with standardized, stepwise voluntary targets for key categories of products to be achieved incrementally by 2025 and 2030

We will continue reducing sodium in our products, wherever possible, with due regard to the WHO's recommendation for daily salt intake.

## Our member's commitments

The following chart illustrates IFBA members' commitments and achievements to reduce sodium in their product portfolios.

# FERRERO

## Commitments

Salt in Ferrero products has been below the average levels in its category for many years.

## Achievements

FY 2021/2022

- Majority of SKUs within the historical brands have  $\leq 27$  mg of sodium per serving



## Commitments

Provide a diverse portfolio of products, including many nutrient-dense foods like fortified whole grain cereals, low-fat and non-fat yogurts, granola bars and frozen fruits and vegetables that can help consumers meet dietary recommendations and build healthy eating patterns.

Nutrition-Forward Foods is a global health reporting system introduced in fiscal 2019, that is based on established nutrition criteria grounded in regulations and dietary guidance and nutrient density

## Achievements

FY2022

- 40% of global volume met the Nutrition-Forward criteria, including 23% that met the U.S. FDA Healthy criteria through limits on sodium and saturated fat.



## Commitments

By 2025

100% of the daily consumption portfolio of bread, buns, rolls and breakfast items will be made with simple and natural recipes.

100% of the daily consumption portfolio of bread, buns, rolls and breakfast items will provide positive nutrition.

The best-selling brands/products of the occasional consumption portfolio aimed at adults must comply with Grupo Bimbo's Nutritional Guidelines for saturated fats, trans fats, added sugars and sodium, or provide options through line extensions with positive nutrition and free from artificial flavours and colors, or provide options in portion-controlled formats.

## Achievements

2022

- 96% of the daily consumption portfolio complied with the sodium, saturated and trans fatty acids and added sugar levels established in Grupo Bimbo's Nutritional Guidelines.
- 63% of daily consumption portfolio complied with the positive nutrition goal.



## Commitments

By 2030

Nourish 1.5 billion people with our foods based on the volume of food sold that meets the Kellanova Global Nutrition Criteria (KGNC) which covers nutrient criteria for positive nutrients, such as fibre, protein and micronutrients, as well as criteria for calories, sodium, saturated fat and total sugar.

Kellogg Company began sodium reduction work in 1998. Kellanova is committed to continuing to access opportunities to reduce the sodium in our foods.

## Achievements

2022

- 93% of products met the KGNC for sodium
- 800 million+ people nourished since 2015



## Commitments

Continue to reduce the amount of salt in the biggest-selling global brands and local jewels and launch new products and line extensions with less salt without sacrificing the quality, flavour or texture.

## Achievements

2020

- *Oreo* reformulated in Argentina with a sodium reduction



## Commitments

By 2025

≥ 75% of convenient foods portfolio volume will not exceed 1.3 mg of sodium per calorie

## Achievements

2022

- 68% of convenient foods volume In the top 23 convenient foods markets, which represent 86% of global convenient foods volume as of 2022, met the target of 1.3 mg of sodium