



**THE INTERNATIONAL FOOD & BEVERAGE ALLIANCE**  
**GLOBAL SODIUM REDUCTION COMMITMENT 2025 & 2030**  
**2022 INTERIM PROGRESS REPORT**

### **EXECUTIVE SUMMARY & KEY RESULTS**

Reducing sodium intake is a key global public health priority identified by the World Health Organization (WHO) as a measure to help promote a healthy diet and accelerate progress towards achieving the United Nations Sustainable Development Goals and several of the global targets for the prevention and control of noncommunicable diseases. In support of these goals, in December 2021, at the Tokyo Nutrition for Growth Summit, the International Food & Beverage Alliance (IFBA) launched the IFBA Global Sodium Commitment 2025 & 2030 – the first-ever collective commitment by the food industry to implement globally set standardized targets for sodium reduction in manufactured foods. The targets apply to the reformulation of existing products and new product development and are to be achieved incrementally by 2025 and 2030. The global targets represent products in IFBA members' product portfolios capable of having the greatest impact on global sodium consumption.<sup>1</sup>

IFBA members committed to report annually on their progress. This first Interim Progress Report provides results for the fiscal year beginning 2022, from a baseline of Q3 2021.

We are pleased to report that in 2022, IFBA members met and exceeded their individual pledges to ensure that the sales volume of food categories included in their individual commitment represented at least 75% of their sodium- relevant foods portfolio. On a product category basis, the aggregate average for all IFBA members was 89.22%. On a sub-category basis, against a target of 90% for 2025, the aggregate average for all IFBA members in 2022 was 83.35%.

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<sup>1</sup> For targets and product categories read the IFBA Global Sodium Reduction Commitment. The Commitment, when announced, covered 14 categories and 40 sub-categories. Several of these categories are not applicable to IFBA members' portfolios and the Interim Report covers 10 product categories and 31 sub-categories.

## **BACKGROUND**

Reducing sodium has long been a priority for IFBA members. Within the past two decades IFBA members have made significant investments in research and development and consumer insights to explore technical and innovative approaches to sodium reduction, ranging from reformulation and innovation strategies to offer a broad range of foods with lower sodium levels to providing easily-accessible nutrition information and labelling to help consumers identify the salt content of foods and raising consumer awareness of the impact of sodium on health and creating a demand for lower sodium products.

We support the WHO's *Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2020* designed to achieve a global target for a 30% relative reduction in mean population intake of salt, with the aim of achieving a target of less than 5 g of salt per day by 2025. Since adoption of that plan in 2013, IFBA members have reduced sodium in their products commensurate with this target, contributing significantly to reducing sodium in consumers' diets.

IFBA members have been working in partnership with governments around the world on sodium reduction initiatives for many years - as early as 2006 when the U.K. government published its first sodium reduction targets - to voluntarily reduce the sodium in their products.

## **ABOUT THE COMMITMENT**

### **Objective & Scope**

The IFBA Global Sodium Reduction Commitment sets globally standardized targets for sodium reduction in manufactured foods. IFBA members commit to meeting these targets, as a minimum, by 2025 and 2030. These targets are, however, without prejudice to national or regional target-setting, as well as individual local, regional or global company targets, which may go beyond the minimum global IFBA standard.

### **Methodology**

The Commitment was designed by industry experts representing each IFBA member participating in the Commitment.<sup>2</sup> They worked to develop a global commitment and set of targets underpinned by key guiding principles – the commitment and targets needed to be ambitious, achievable and time-bound and take into account existing industry-wide national initiatives, policy and regulatory frameworks and WHO standards and guidelines. They analyzed current sodium levels in food offerings across different markets, identifying the advisable reduction rate while considering diverse consumer taste preferences, technical challenges and regional differences. IFBA agreed to rely on the best available scientific evidence and to be guided by international dietary recommendations wherever possible. To this end,

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<sup>2</sup> IFBA members participating in the Commitment - Ferrero, General Mills, Grupo Bimbo, Kellanova, Mondelēz International and PepsiCo.

IFBA utilized external data sources on sodium consumption regionally and commissioned research from the George Institute for Global Health in order to benchmark the targets.

In selecting the product categories to be included in the Commitment, they focused on the categories in IFBA members' product portfolios capable of having the greatest impact on global sodium consumption. Products having little impact on sodium consumption (e.g. confectionery and dairy products) or those of limited regional use or products with little or no relevance to members' portfolios (e.g. cheeses and meats) were not included.

Given the diversity of product portfolios, and to ensure that the Commitment is both all-encompassing and practical, IFBA members have each committed to their own set of "key product categories" within the Commitment, ensuring that they can effectively focus their reformulation efforts on their own unique high volume, high impact product categories for maximum global health impact.

Targets are set for milligrams of sodium per 100 g of product as prepared/consumed.<sup>3</sup> This method was chosen to be in line with multiple external sodium reduction schemes. See Appendix 1 in the IFBA Global Sodium Reduction Commitment for category and sub-category targets.

## **MONITORING AND REPORTING**

The Commitment requires members to report annually, and progress is measured against the following metrics:

- Confirmation that the combined volume of food categories that is included in an individual IFBA member's commitment represents at least 75% of said member's sodium-relevant foods portfolio; and
- Within each sub-category of products, the percentage of the volume in compliance with the IFBA Global Sodium Commitment 2025 & 2030. Compliance will be reached at 90% for 2025 and 75% for 2030.

The IFBA Secretariat assessed compliance based on submission of members' self-assessment reports. IFBA members each have existing internal sodium commitments and well-established processes for implementation, monitoring and reporting.

## **2022 RESULTS**

This first Interim Progress Report provides results for 2022, from a baseline of Q3 2021.

In 2022, IFBA members met and exceeded their individual pledges to ensure that the sales volume of food categories included in their individual commitment represented at least 75% of their sodium-

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<sup>3</sup> "As prepared/consumed" takes into account sodium from added ingredients identified in primary preparation directions. In the event members are unable to procure data and monitor reduction on an "as consumed" basis, an alternative target was developed for milligrams of sodium per 100 g of product "as sold."

relevant foods portfolio. On a product category basis, the aggregate average for all IFBA members was 89.22%.

On a sub-category basis, against a target of 90% for 2025, the aggregate average for all IFBA members in 2022 was x83.35%.

See Appendix A for details of compliance via product and sub-categories follow.

## APPENDIX A: IFBA GLOBAL SODIUM REDUCTION COMMITMENT 2022 INTERIM PROGRESS REPORT 2022

2022 PROGRESS: % COMPLIANCE BY CATEGORY		
IFBA Main Category	2025 Target - 75%	2030 Target- 90%
Baked Goods	91.2%	83.1%
Biscuits	83.8%	74.2%
Breakfast Cereals	87.9%	78.9%
Condiments & Dressings	90%	75%
Meat Alternatives	94.1%	XX%
Pizza	90%	75%
Ready Meals & Meal Centres	90%	75%
Snacks	86.7%	75.6%
Snack Bars	88.5%	73%
Soups	90%	75%

2022 PROGRESS: % COMPLIANCE BY SUB-CATEGORY			
Sub-Category Inclusions/Descriptions	2025 Target - 90%	2030 Target - 75%	
<b>BAKED GOODS</b>			
Breads and Rolls, Including Those with Additions	Bread and rolls, French bread, ciabatta, focaccia, pita, naan, chapattis, etc.	75%	59.5%
Tortillas, Taco Shells, and Wraps	Tortillas, taco shells, and wraps made from wheat and other flours.	86.5%	75%

<b>Yeast Raised Desserts and Morning Goods</b>	Bagels, croissants, fruited and non-fruited buns, hot cross buns, pain au chocolat, teacakes, brioche, iced finger buns, doughnuts – yeast raised, etc.	89.5%	83.5%
<b>Powder Raised Desserts and Morning Goods</b>	Waffles, pancakes, English muffins, crumpets, soda farls, scones, potato farls, wheaten bread, cakes (sponge cakes, cake bars, malt loaf, American muffins, doughnuts – powder raised, brownies).	89.5%	81.5%
<b>Biscuits (American-style) Frozen and Prepared</b>	American-style savory and sweet rolls	88%	75%
<b>Frozen/Refrigerated Dough and Batter</b>	Frozen and refrigerated dough and batter e.g. unbaked pie crust, cookie dough.	90%	75%
<b>Frozen/Refrigerated Pizza Dough</b>	Frozen and refrigerated pizza dough.	90%	75%
<b>Dessert Baking Dry Mixes</b>	Dry mixes for cakes, cookies, brownies, bread, muffins, etc.	90%	75%
<b>Variety/Pancake Baking Dry Mixes</b>	Dry mixes for non-dessert items like pancakes, waffles, biscuits, etc.	90%	75%
<b>BISCUITS</b>			
<b>Sweet Biscuits</b>	Includes all filled and unfilled sweet biscuits/cookies, whether coated (full or half) or not and breakfast biscuits.	92.5%	82.6%
<b>Savoury Biscuits and Salted Crackers</b>	Includes all filled and unfilled savoury biscuits with and without salty toppings.	68.9%	57.3%
<b>BREAKFAST CEREALS</b>			
<b>Ready-to-Eat Cereals</b>	Includes all ready-to-eat breakfast cereals, e.g. flakes, puffed, muesli, etc.	86.6%	80.3%
<b>Plain Hot Cereals</b>	Includes all plain prepared/cooked cereal, e.g. hot oat cereals.	99%	99%
<b>Sweet Hot Cereals</b>	Includes all sweet prepared/cooked cereal, e.g. hot oat cereals.	63%	63%
<b>Savoury Hot Cereals</b>	Includes all savoury prepared/cooked cereal, e.g. grits.	75%	41%
<b>CONDIMENTS AND DRESSINGS</b>			
<b>Condiments</b>	All condiments except mayonnaise and dressings, ketchup and mustard, e.g. barbecue sauce, tartar sauce, Worcestershire sauce, steak sauce, hot pepper sauce. Includes standard and reduced salt and sugar varieties.	90%	75%
<b>MEAT ALTERNATIVES</b>			
<b>Meat-Free Products</b>	All products that are intended for consumption as meat substitutes, where the protein is coming from plants (legumes, pulses, nuts, cereals and/or seeds), dairy and/or eggs except meat-free sausage, bacon or ham products.	94.1%	This target will be confirmed in 2025

PIZZA			
Pizza (Without Meat)	Includes all fresh and frozen pizza without meat ingredients.	90%	75%
Pizza (With Meat)	Includes all fresh and frozen pizza with meat ingredients.	90%	75%
READY MEALS & MEAL CENTRES			
Ready Meals and Meal Centres	Includes all chilled, frozen, ambient, and dry mix Chinese, Thai, Italian, traditional and other ready meals and meal centres with or without accompaniment (potato, rice, noodles, pasta, etc.) made from meat, poultry, fish, Quorn or vegetables. Also includes side dishes such as vegetable curries, dhal, pasta with sauce, and other dishes that can be consumed as a meal. This category also includes products such as cheese pies/rolls, breaded fish and chicken, dressed salad with protein, marinated meats, etc.	90%	75%
SNACKS			
Standard Potato Crisps	All standard potato crisps (sliced potato only), all flavours except salt and vinegar.	90%	45%
Extruded and Pelleted Snacks and Snack Mixes	All flavours of extruded and pelleted snacks and snack mixes.	93%	78%
Sheeted Snacks	All flavours of sheeted snacks.	95.85%	80.6%
Popcorn	Popcorn in all flavour varieties.	97%	97%
Nuts	Nuts such as peanuts, almonds, walnuts, Brazil nuts, cashews, hazelnuts, pecans and mixed nuts.	45%	44%
SNACK BARS			
Cereal, Nut and Granola Bars	Includes all sweet and savoury varieties, including protein and nut bars.	88.5%	73%
SOUPS			
Soup	Includes all wet soups (canned, condensed, ambient, and fresh) and dried soups.	90%	75%