

The Sodium Reduction Journey

WHO and FSA Exchange Forum on Salt Reduction
London, June 30, 2010

Gerda Feunekes, PhD - Unilever

INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE



13 May 2008

Her Excellency
Dr. Margaret Chan
Director General
World Health Organization
20 Avenue Appia
Geneva, Switzerland

Commitment 1:
Product Composition & Availability

Dear Dr. Chan:

RE: A Global Commitment to Action on the Global Strategy on Diet, Physical Activity and Health

As the CEOs of major international food and non-alcoholic beverage companies, we would like to take this opportunity ahead of the World Health Assembly in May to set out our global commitment to further action in support of continuing efforts to implement the 2004 WHO Global

The need to reduce sodium

Experts agree desirable salt intake is 5-6g/day

- Current salt intake is 9-12 g/day
- Overconsumption of salt is a major contributor to heart and vascular disease as it raises blood pressure
- Meeting these targets will be challenging, but it can be done if we all work together and take consumers on the journey

What is industry contributing?

- sodium reduction examples -

Nestlé(Chile): Maggi new soups & bouillon range with 50% less



Kraft Foods: Dairylea cheese line by 30%

Unilever (EU & South-America):
dry soups by 10-15%



Nestlé (India)
Maggi Noodles by 34%

Unilever (North America):
Side dishes by 10–25%



General Mills (EU):
Old El Paso Dinner Kits
by 23%



Kellogg's (EU): Major cereal
brands by 50%



Reformulation, a comprehensive approach

- All key nutrients, not just sodium
- Measurable changes
- No sacrifice on taste, functionality or safety

Since 2004, more than 28,000 products reformulated to better-for-you options

Commitments

Company	Where	Aim (timing)
General Mills	US	-20% across 40% of product portfolio (2015)
Kellogg's	Global	Continue reducing salt in breakfast cereals leading brands
Kraft Foods	North America	-10% across product portfolio (2012)
Mars	US	-25% in flavoured varieties of <i>Uncle Ben's</i> rice (2015)
Nestlé	Global	-25% in products with a sodium content greater than 100mg/100kcal (2005-2010)
PepsiCo	Global	-25% in key global brands in key countries (2015)
Unilever	Global	Pursuing 6 g dietary intake (2010) with ambition to go further to 5 g (2015)

Who is responsible?

Food industry (global players)

Local small food producers

**Health authorities
global/local**

Nutrition/health scientists

Health care professionals

Consumers

Retailers

Restaurants/chefs

Key challenges

- Consumer acceptance
 - Create understanding & demand for lower sodium foods
- Taste & Technology
 - Retain great taste
 - No simple solutions
- Partnerships
 - Local implementation

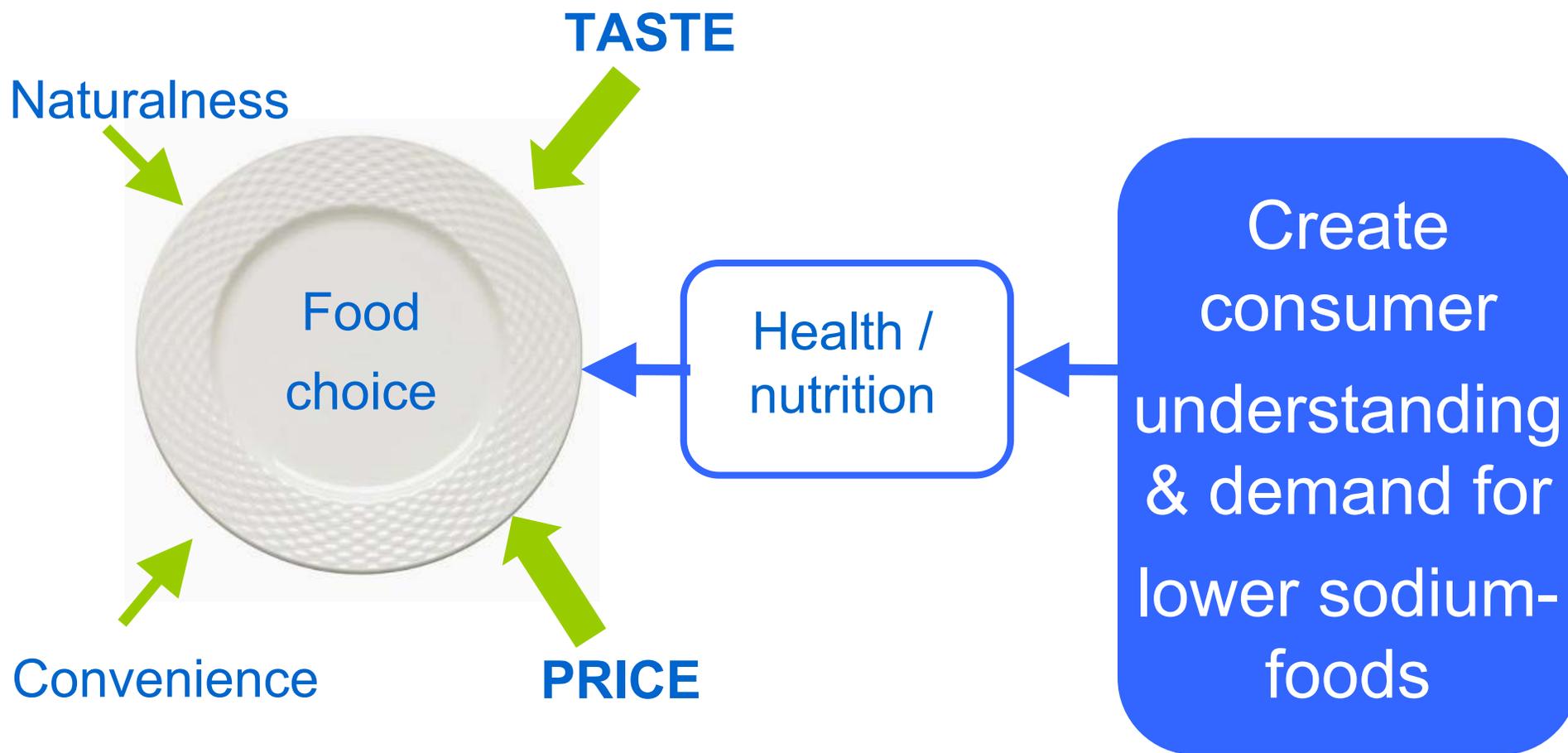
Reducing salt *Increasing vitality*



Consumer acceptance

INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE

Determinants of food choice



Consumer challenges & solutions

Not wanting to give up taste



Nutrition knowledge low

Nutrition Facts	
Margarine 60% vegetable oil	
	per serving (5g)
Energy (kcal)	27
Protein (g)	0
Carbohydrate (g)	0
Of which Sugars (g)	0
Fat (g)	3
Of which Saturates (g)	1
Fibres (g)	0
Sodium (mg)	2

Perception that Natural = healthy



Gradual adaptation
Tastier products

Education &
Read the label

Look for natural options

Compelling and motivating claims



Explore motivating messages: Unilever



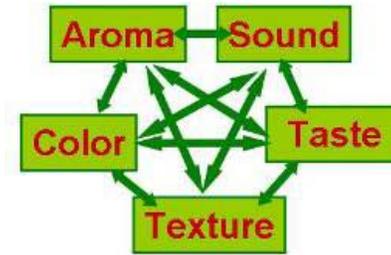
Reducing salt *Increasing vitality*



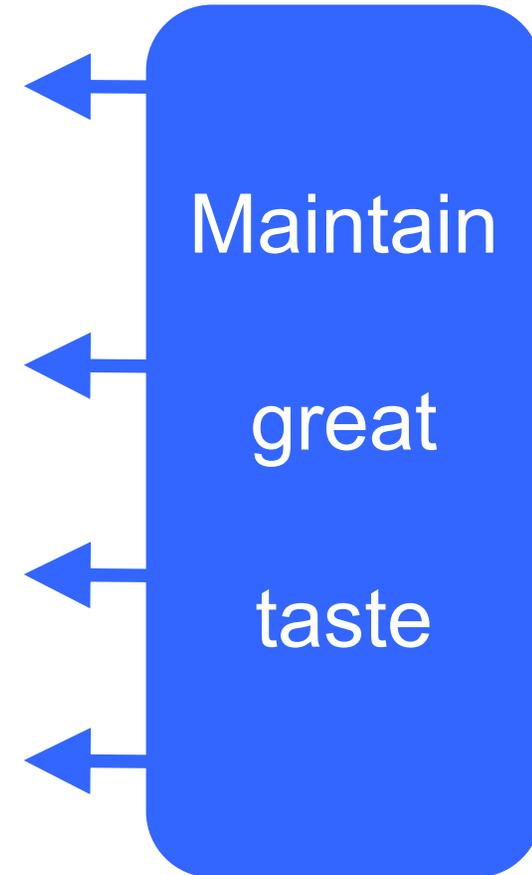
Taste & Technology

INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE

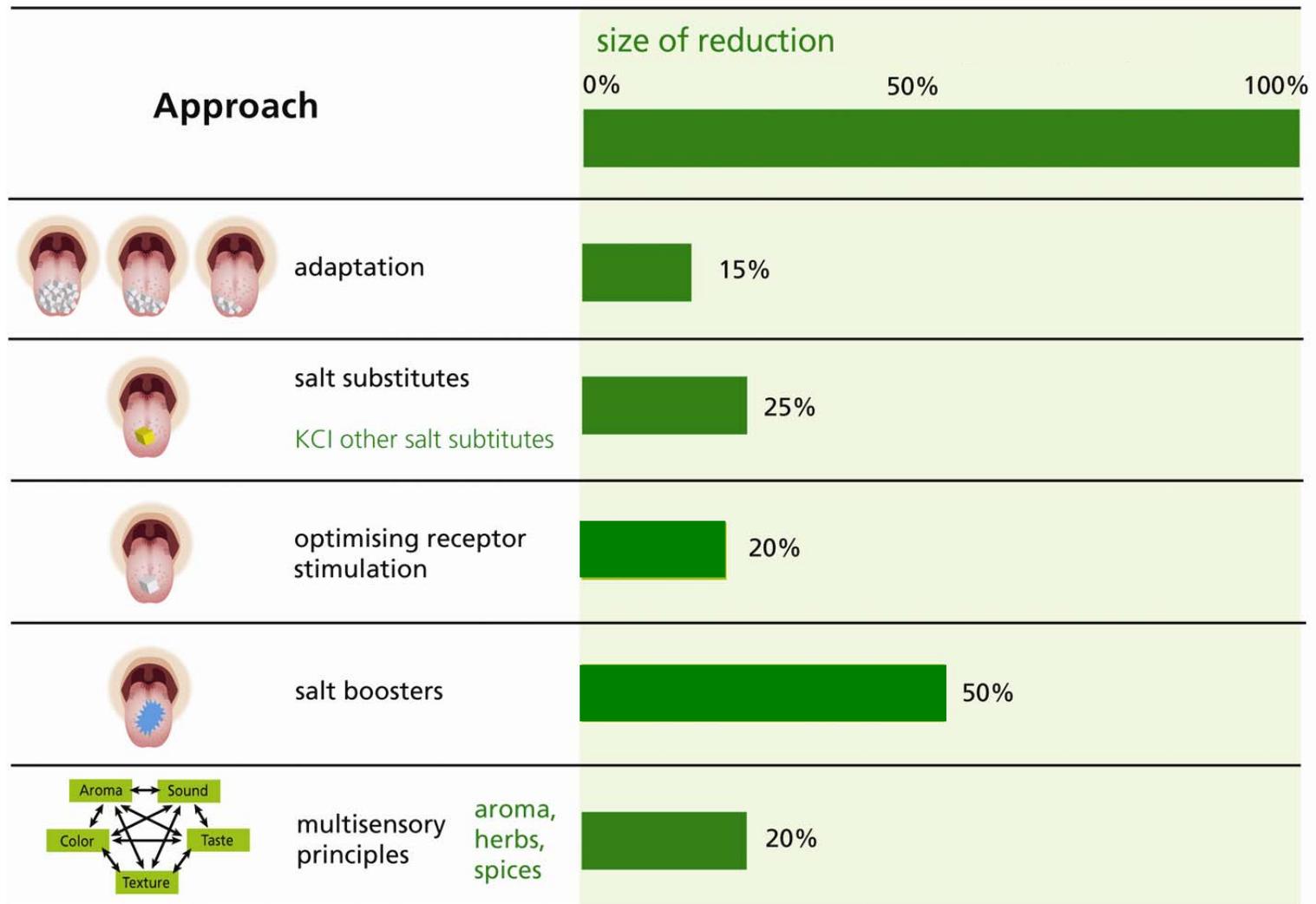
Technology hurdles



- Salt plays a crucial role in taste, preservation and texture
- No simple solutions
 - Each type of food requires a different approach
 - Adaptation only effective when implemented industry-wide
 - Breakthrough technologies needed for further reductions beyond 20-30%



How can we lower sodium?



Reducing salt *Increasing vitality*



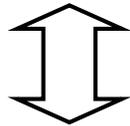
Partnering

INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE

Sodium reduction journey in action

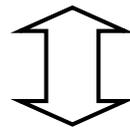
Global level

Scientific consensus, WHO recommendations, global public health initiatives



Regional level

Recommendations, regulations on claims and product composition



Local level

Encourage sodium reduction & consumer demand.

Assess intake & monitor effectiveness

Local habits

Monitoring

Learn from success

Partnering
needed
for
success

Way forward:

Sustained and joint effort needed to succeed

Let's move ahead on sodium reduction

Progress tools to reduce sodium

Raise awareness & boost consumer demand

Partnering needed at all levels for successful local execution



Thank you

