

## Product formulation and innovation – 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.

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

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

IFBA Member	Commitments	Achievements
	Salt in Ferrero products has been below the average levels in its category for many years.	The sodium level in 89% of products is below 150mg/100g per portion. Moreover, products normally do not exceed a sodium content level of 300mg/100g.
	To maintain continuous nutritional improvement of its products, Danone has deployed nutritional targets since 2005. The Danone Nutritional Targets 2020 cover 99% of relevant volumes and are based on product type, its place in dietary recommendations, its intended role in the diet and intended consumer.	End 2017 – 86% of sales volumes are in line with the salt target in the Danone Nutritional Targets 2020.
	To improve the health and nutrition of products with the implementation of the General Mills U.S. Health Metric, introduced in 2005 and including a sodium reduction target of 5% or more per serving.	FY05 – FY17 – Sodium reduced by 5-25% in more than 450 products.
	By 2020 – 50% of the product portfolio will be in the "Best" or "Better" categories with ongoing improvements in the "Good" and "Fun" categories. 75% of the product portfolio with the highest sales must be lower than the maximum levels established for fats, saturated fats, trans fatty acids, sodium and sugar.	End 2017 – Sodium reduced products sales - 3.9% in South America; 3.0% in U.S. and 9.4% of <i>Barcel</i> products.
	By 2020 <ul style="list-style-type: none"> <li>Reduce sodium in cereals on average by more than 30%; ensure that 85% of cereals have 150mg or less of sodium per 30g serving;</li> <li>at least 85% of convenient nutrition snacks will have 150 or fewer mg of sodium per serving.</li> </ul>	In 2016 – Achieved the sodium reduction targets for cereals for 2020.
	By 2021: Ensure 95% of Mars Foods meet the WHO's nutrition guidance on added sugar, sodium and fats; and reduce sodium in the global portfolio by 20% (beyond the 2007-2012 reduction).	<ul style="list-style-type: none"> <li>FY 2018 - 72% of the global portfolio (by sales volume) met the targets for calories, added sugars, sodium and fats (up from 65% in 2017).</li> <li>Since 2016 – Sodium reduced in meals globally by 8%.</li> </ul>
	By 2022 – At least 50% or more of <i>Happy Meals</i> menus across 120 markets will meet McDonald's "Global Happy Meal Nutrition Criteria" of less than or equal to 600 calories; 10% of calories from saturated fat; 650mg sodium and 10% of calories from added sugars.	June 2018 – 100% of the meal combinations offered on <i>Happy Meal</i> menu boards in the U.S. will be compliant with the new sodium criteria.
	By 2020 – Reduce sodium by 10% across global portfolio (from a 2012 baseline).	End 2017 - Sodium reduced by 1.4% across global snack portfolio; sodium reduction efforts in <i>Oreo</i> continued, reducing sodium by 2% in 2017; 11% sodium reduction in <i>Pacific</i> soda crackers sold in China.
	By 2020 – Further reduce sodium by an average of 10% in all products to help support individuals and families in meeting global recommendations.	End 2017 – Some markets have already achieved the 10% target. In Senegal, sodium reduced by 11% in <i>Maggi</i> bouillons.
	By 2025 – At least 3/4 of the global foods portfolio volume will not exceed 1.3 g of sodium per calorie.	End 2017 – 56% global progress achieved based on the top 23 foods markets, which represent 90% of global foods volume as of 2017.



By 2020 – 75% of the Foods portfolio will meet salt levels to enable intakes of 5g per day.

End 2017 – 63% of the Foods portfolio met the 5g per day target.