

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
FERRERO	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.
	By 2020 – Ensure 100% of products meet the Danone Nutrition Targets which are based on product type, frequency of consumption and the type of intended consumer. To maintain continuous nutritional improvement of its products, Danone has deployed nutritional targets since 2005.	2018 – <ul style="list-style-type: none"> 86% of sales volumes are inline 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 – FY18 – <ul style="list-style-type: none"> Sodium reduced by 5-25% in 480+ products.
	By 2020 – Ensure daily consumption products comply with 100% of the new GB Nutritional Guidelines introduced by the company in 2018. Maximum and minimum thresholds are defined for each nutrient per serving as consumed, according to the technical characteristics of each category, consumption patterns and consumer target (adults vs. children (4-12 years). 2020 targets based on consumption/product categories - <ul style="list-style-type: none"> "Daily Consumption" (breads & buns, breakfast, flatbread): sodium \leq15% DV per serving (adults) and \leq10% DV per serving (children) "Occasional Consumption" (toasted chips, toasted bread & crumbs, dry baked goods, sweet baked goods, salty snacks, confectionary): sodium \leq15% DV per serving (adults) and \leq10% DV per serving (children) with the exception for salty snacks which is set at sodium \leq20% DV per serving for adults and \leq15% DV per serving for children. 	End 2018 – <ul style="list-style-type: none"> 60% of products comply. 15% reduction in sodium in Crocantissimo Peito de Peru n Brazil
	By 2020 – <ul style="list-style-type: none"> Reduce sodium in cereals on average by more than 30%. Ensure at least 85% of cereals have 150 mg or less of sodium per 30 g serving. 	End 2018 – <ul style="list-style-type: none"> Achieved target to reduce sodium in cereals on average by more than 30%. Exceeded 2020 target to have 150 mg or less of sodium in cereals at 88%.

	<ul style="list-style-type: none"> • Ensure at least 85% of convenient nutrition snacks have 150 or fewer mg of sodium per serving. • Ensure at least 75% of the cracker portfolio has 230 mg or less of sodium per serving. 	<ul style="list-style-type: none"> • Progress underway to reduce sodium in the convenient nutrition snacks category. • Achieved sodium reduction target for the cracker portfolio.
	<p>By 2021: Reduce sodium in the global portfolio by 20% (beyond the 2007-2012 reduction).</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> • Sodium reduction target exceeded ahead of schedule delivering a 22.3% reduction since 2016. This is in line with the WHO recommendation that individuals should not consume more than 2000 mg of sodium a day.
	<p>By 2022 – Ensure 50% or more of <i>Happy Meals</i> menus across 20 markets* (which represent nearly 85% of McDonald's global sales) 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.</p> <p>*20 markets – U.S., Canada, Brazil, Argentina, U.K., France, Germany, Austria, Spain, Netherlands, Italy, Poland, Sweden, Switzerland, Russia, Hong Kong, China, Japan, Taiwan and Australia.</p>	<p>September 2018 –</p> <ul style="list-style-type: none"> • 28% of <i>Happy Meal</i> combinations offered on menu boards in 20 major markets meet these nutrition criteria.
	<p>By 2020 – Reduce sodium by 10% across global portfolio (from a 2012 baseline).</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> • Sodium reduced by a further 0.9% and saturated fat by 1% across global snack portfolio, including reducing sodium by 16% and saturated fat by nearly 50% in <i>Tuc</i> crackers.
	<p>By 2020 – Further reduce sodium by an average of 10% in all products to help support individuals and families in meeting global recommendations.</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> • 2% of sodium removed from foods and beverages. These results apply to products within the scope of the commitment, not to the global product range as many of these products already meet recommended levels. • Reduced sodium by approx. 1,000 tonnes of salt in <i>Maggi</i> bouillons reported in Cote d'Ivoire, building on the sodium reduction of 11% in <i>Maggi</i> bouillons achieved in Senegal in 2017, with plans to roll out in Nigeria. • Reduced sodium content in <i>Maggi</i> 11 Vegetables Soup by 25% to support WHO guidelines, which recommend consuming no more than 5 g of salt per day.
	<p>By 2025 – Ensure at least 3/4 of the global foods portfolio volume will not exceed 1.3 mg of sodium per calorie.</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> • 58% of products in the top 23 foods markets, which represents 89% of global foods volume as of 2018 met the target.
	<p>By 2020 – 75% of the Foods portfolio will meet salt levels to enable intakes of 5g per day.</p>	<p>End 2018 –</p> <p>66% of the Foods portfolio met the 5g per day target.</p>