



7 December 2021

## International Food & Beverage Alliance

### Global Sodium Reduction Commitment: 2025 & 2030

#### Background

In 2008, the CEOs of the world's leading food and non-alcoholic beverage companies came together around a set of commitments to take collective action to improve global health and nutrition. Today these commitments and our actions are aligned with the mandate to the private sector set out in the *2018 UN Political Declaration on the prevention and control of non-communicable diseases*.

IFBA members are committed to innovating to create new and improved products, empowering consumers to make informed choices, collaborating with all stakeholders to find bold, smart, diverse and sustainable solutions to global health challenges, and inspiring others in our industry to step-up and take action.

Excessive sodium intake can lead to increased blood pressure, a risk factor for certain NCDs, such as cardiovascular diseases. The World Health Organization's (WHO) strategy for the prevention and control of NCDs includes reducing the dietary intake of table salt as a measure to help promote a healthy diet and accelerate progress towards achieving several of the global NCD targets by 2025 and Sustainable Development Goals. IFBA supports this strategy.

In 2018, in an effort to drive progress towards sodium reduction, the WHO called on the food industry to adopt standardized targets for sodium levels for food and beverage categories that are the important contributors to sodium intakes within their respective categories.

IFBA members responded to the request and have committed to continue their progress in sodium reduction. Building on decades of members' individual efforts and experience, IFBA members have 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. (*See Appendix 1*)

IFBA members also take part in sodium reduction initiatives, working in partnership with governments at the national level around the world to voluntarily reduce the sodium in our products.

For more than ten years, IFBA members have participated in forums and consultations with the WHO as it developed a set of guidelines for a population-based salt reduction strategy. We support the WHO's *Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2020* (the WHO Action Plan) 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.



## **Our Sodium Reduction Journey**

Reducing sodium has long been a priority for IFBA members. Within the past two decades members have made a significant investment in research and development and consumer insights to explore technical and innovative approaches to sodium reduction.

Members have individually adopted corporate sodium reduction goals and implemented strategies to achieve these:

- Helping consumers to reduce their sodium intake by reformulating and innovating thousands of products to offer a broad range of foods containing lower sodium levels;
- Providing easily-accessible nutrition information and labelling to help consumers to identify the salt content of the foods and beverages they choose;
- Raising consumer awareness of the impact of sodium on health and creating a demand for lower sodium products through consumer education campaigns.

The progress we have made represents a significant contribution to sodium reduction in consumers' diets, and the launch of this Global Sodium Reduction Commitment is another step in the journey towards achieving WHO's targets.

## **Sodium Reduction – Key Challenges**

Reducing sodium levels is complex and challenging, both technically and in terms of consumer acceptance. Sodium is an important mineral and an essential part of a healthy and balanced diet, yet excess intake should be avoided. Sodium also plays a crucial role in taste, preservation and texture development. Our goal is to make meaningful and measurable changes without sacrificing functionality, quality, food safety and consumer acceptance.

There is no single technical solution – different tools are needed for each food category. Sodium reductions have been achieved through recipe reformulations; the introduction of sodium replacers such as potassium chloride, which provides a similar taste to salt without the sodium; the use of flavor enhancers such as aromas, herbs and spices which have the ability to increase the flavor perception without a higher sodium content; and the deployment of new processes and production methods.

Consumer acceptance is a critical factor since most consumers will not knowingly sacrifice taste for health. Experience has shown that consumers need gradual reductions and time to adjust to foods with reduced sodium levels and prevent them from adding salt back at the table or switching to a saltier product alternative. Therefore, a gradual stepwise reduction is necessary.

We need to recognize that effective sodium reduction strategies must be country specific, taking into consideration the current dietary intakes, distinctive cultural dietary patterns and taste preferences and



sources of sodium in consumers' diets. The present Global Sodium Reduction Commitment sets targets that IFBA companies voluntarily commit to meeting as a minimum by 2025 and 2030, as set out in the parameters of the commitment. There 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.

To be effective, sodium reduction strategies must identify and address *all* sources of sodium, not just the salt content in manufactured foods, and be implemented across the spectrum of the food industry and including the out-of-home sector. In order to enable effective sodium reduction across the population, a level playing field is needed so that local producers – often the primary source of foods sold, particularly in developing markets – are included in government sodium reduction strategies.

### **IFBA's Global Sodium Reduction Commitment**

Each IFBA member individually commits to the sodium reduction targets across key categories that collectively comprise at least seventy-five percent (75%) of the total sales volume of the company's relevant product portfolio. Within each committed category, ninety percent (90%) of the aggregated sales volume of the member's products will comply with the set category targets by 2025. For the 2030 targets, the aggregate compliance threshold will be seventy-five percent (75%) to account for the market dynamics associated with a longer timeline. The 2030 targets will be reevaluated in 2025.

The impact of this commitment and the global targets is three-fold:

1. Establishes the first-ever collective commitment by the food industry to individually implement globally set standardized targets for sodium reduction in manufactured foods.
2. Targets products for renovation and/or innovation that are important contributors to sodium intakes within their respective categories.
3. Sets the standards for new product development and innovation to support the commitment during the evolution of our portfolios.

### **IFBA's Methodology for Developing Global Sodium Reduction Targets**

#### ***Guiding Principles***

The targets must be:

- Ambitious
- Achievable
- Time-bound



- Meaningful

### ***Methodology***

Following the 2018 meeting with WHO, IFBA created a Salt Task Force with technical experts from each company participating in the initiative. Member experts worked to develop a global commitment that is guided by the key guiding principles and takes into account existing industry-wide national initiatives, policy and regulatory frameworks and WHO standards and guidelines. They began by analyzing the current sodium levels in food offerings across different markets and identifying the advisable reduction rate while considering diverse consumer taste preferences, technical challenges and regional differences. In developing the commitment, IFBA agreed to rely on the best available scientific evidence and to be guided by international dietary recommendations wherever possible. To this end, IFBA utilized external data sources on sodium consumption regionally and commissioned research from the George Institute for Global Health on current sodium content of product categories in different regions to understand the product sodium landscape in order to benchmark the targets.

In selecting the product categories to be included in the commitment, the Task Force 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.

### ***The Framework***

Based on this technical expertise and external data, the following approach was adopted:

- The Targets cover 14 categories and 40 sub-categories, representing the top contributors to global sodium intake in manufactured foods.
- Given the diversity of product portfolios, IFBA members have each committed to their own lists of "key categories" within the commitment, which currently represent approximately seventy-five percent (75%) of the total sales volume (in tonnes) of their relevant food portfolio.
- Targets are set for milligrams of sodium per 100 g of product as prepared/consumed.<sup>1</sup>

### **Monitoring and Reporting**

Members will report annually on the following metrics:

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<sup>1</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."



- Confirmation that the combined volume of food categories that is included in an individual member commitment represents at least seventy-five percent (75%) of each member's sodium-relevant foods portfolio.
- Within each sub-category, the percentage of the volume in compliance with the IFBA 2025/2030 commitment. Compliance will be reached at ninety percent (90%) for 2025 and seventy-five percent (75%) for 2030.

Members will collect data and individually audit based on existing internal reporting processes before sending to IFBA to anonymize, consolidate, and share the results both through IFBA's annual reports and the Nutrition Accountability Framework provided by the Global Nutrition Report for the Tokyo 2021 Nutrition for Growth Summit. No data or individual targets or plans will be shared among the members directly. The first round of reporting will take place in the 3<sup>rd</sup> quarter 2023 and utilize a baseline of the 3<sup>rd</sup> quarter 2021.



**Please note: Due to the diversity of member product portfolios, not all IFBA members will be committing to all categories within the commitment. Instead, members will each commit to the following targets that correspond to their “key categories”: those that together represent at least 75% of the total sales volume (in tonnes) of their relevant food portfolio. Each member’s key category lists together compose the IFBA 2025 & 2030 Global Sodium Reduction Commitment.**

## Appendix 1

IFBA Draft 2025 & 2030 Global Sodium Reduction Targets			
BAKED GOODS			
IFBA Category	Category Inclusions/Description	Category Target: 2025 (90% compliance per-category)	Category Target: 2030 (75% compliance per-category)
Breads and Rolls, Including Those with Additions	Bread and rolls, French bread, ciabatta, focaccia, pita, naan, chapattis, etc.	450 mg / 100 g*	400 mg / 100 g*
Tortillas, Taco Shells, and Wraps	Tortillas, taco shells, and wraps made from wheat and other flours.	680 mg / 100 g*	600 mg / 100 g*
Yeast Raised Desserts and Morning Goods	Croissants, fruited and non-fruited buns, hot cross buns, pain au chocolat, teacakes, brioche, iced finger buns, doughnuts – yeast raised, etc.	350 mg / 100 g*	300 mg / 100 g*
Powder Raised Desserts and Morning Goods	Waffles, pancakes, crumpets, soda farls, scones, potato farls, wheaten bread, cakes (sponge cakes, cake bars, malt loaf, American muffins, doughnuts – powder raised, brownies)	350 mg / 100 g*	300 mg / 100 g*
Biscuits (American-style) Frozen and Prepared	American-style savory and sweet rolls	940 mg / 100 g*	900 mg / 100 g*
Frozen/Refrigerated Dough and Batter	Frozen and refrigerated dough and batter e.g. unbaked pie crust, cookie dough.	640 mg / 100 g (as sold)	500 mg / 100 g (as sold)
Frozen/Refrigerated Pizza Dough	Frozen and refrigerated pizza dough	700 mg / 100 g (as sold)	600 mg / 100 g (as sold)
Dessert Baking Dry Mixes	Dry mixes for cakes, cookies, brownies, bread, muffins, etc.	880 mg / 100 g (as sold)	780 mg / 100 g (as sold)
Variety/Pancake Baking Dry Mixes	Dry mixes for non-dessert items like pancakes, waffles, biscuits, etc.	980 mg / 100 g (as sold)	960 mg / 100 g (as sold)

<b>BISCUITS</b>			
Sweet Biscuits	Includes all filled and unfilled sweet biscuits/cookies, whether coated (full or half) or not and breakfast biscuits.	450 mg / 100 g*	380 mg / 100 g*
Savoury Biscuits and Salted Crackers	Includes all filled and unfilled savoury biscuits with and without salty toppings.	850 mg / 100 g*	800 mg / 100 g*
<b>BREAKFAST CEREALS</b>			
Ready-to-Eat Cereals	Includes all ready-to-eat breakfast cereals, e.g. flakes, puffed, muesli, etc.	640 mg / 100 g (as sold)	580 mg / 100 g (as sold)
Plain Hot Cereals	Includes all plain prepared/cooked cereal, e.g. hot oat cereals	500 mg / 100 g (as sold)	450 mg / 100 g (as sold)
Sweet Hot Cereals	Includes all sweet prepared/cooked cereal, e.g. hot oat cereals	600 mg / 100 g (as sold)	550 mg / 100 g (as sold)
Savoury Hot Cereals	Includes all savoury prepared/cooked cereal, e.g. grits	1250 mg / 100 g (as sold)	1125 mg / 100 g (as sold)
<b>CONDIMENTS AND DRESSINGS</b>			
Condiments	All condiments except ketchup and mustard, e.g. barbecue sauce, tartar sauce, Worcestershire sauce, steak sauce, hot pepper sauce. Includes standard and reduced salt and sugar varieties.	750 mg / 100 g*	650 mg / 100 g*
Ketchup	Includes all varieties of ketchup/catsup	1020 mg / 100 g*	990 mg / 100 g*
Mayonnaise and Dressings	Includes all flavours and vegan	750 mg / 100 g*	750 mg / 100 g*
<b>MEAT ALTERNATIVES</b>			
Meat-Free Products	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.	580 mg / 100 g (as sold)	2030 target to be reevaluated in 2025.
Meat-Free Bacon, Ham and sausages	All products that are intended for consumption as sausage, bacon or ham substitutes,	900 mg / 100 g (as sold)	2030 target to be reevaluated in 2025.



	where the protein is coming from plants, dairy and/or eggs.		
<b>PASTA AND NOODLES</b>			
Pasta and Noodles – Plain and Flavoured	Includes fresh, dry, canned, or frozen plain and flavoured noodles and pasta. Excludes stuffed pasta, pasta in sauce, and pasta ready meals (see the Ready Meals category).	Products in this category will meet a target of 350 mg / 100 g as consumed <i>or</i> 1700 mg / 100 g as sold.  Members will determine which target will apply based on how sodium levels are internally tracked.	Products in this category will meet a target of 290 mg / 100 g as consumed <i>or</i> 1500 mg / 100 g as sold.  Members will determine which target will apply based on how sodium levels are internally tracked.
<b>PIZZA</b>			
Pizza (Without Meat)	Includes all fresh and frozen pizza without meat ingredients.	600 mg / 100 g (as sold)	580 mg / 100 g (as sold)
Pizza (With Meat)	Includes all fresh and frozen pizza with meat ingredients.	630 mg / 100 g (as sold)	610 mg / 100 g (as sold)
<b>READY MEALS AND MEAL CENTRES</b>			
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.	TBC (IFBA will aim to set a target by 31 January 2022)  Members will determine which target will apply based on how sodium levels are internally tracked.	TBC (IFBA will aim to set a target by 31 January 2022)  Members will determine which target will apply based on how sodium levels are internally tracked.
<b>RICE</b>			
Unflavoured Rice	Includes all unflavoured rice products as well as other	15 mg / 100 g*	15 mg / 100 g*

	cereal grains used similar to rice (like couscous, quinoa, wild rice, blends of, etc.)		
Flavoured Rice	Includes all flavoured rice products as well as other cereal grains used similar to rice (like couscous, quinoa, wild rice, blends of, etc.) including ambient and dried products, as well as ready to heat pouched formats.	245 mg / 100 g*	230 mg / 100 g*
<b>SAUCES</b>			
Cook-in and Pasta Sauces	Includes all cook-in and pasta sauces including all cooking sauces, e.g. pasta sauce, curry, etc. Excludes pesto and other thick varieties – also excludes Asian style sauces as well as other ethnic sauces like spicy Mexican, Moroccan cuisines – see subcategories below. (dry propositions should be considered in the diluted form)	350 mg / 100 g*	340 mg / 100 g*
Ethnic Sauces: Asian Style	Sauces containing specific/fermented ingredients like soy sauce or other high salt ingredients like fish sauce, oyster sauce, etc.	845 mg / 100 g*	680 mg / 100 g*
Other Ethnic-Style Sauces (Mexican, Moroccan, etc.)	Other ethnic sauces like spicy Mexican, Moroccan cuisines. Excludes Asian-style sauces.	400 mg / 100 g*	330 mg / 100 g*
Pesto and Other Thick Sauces	Includes thick cooking sauces intended to be used in smaller quantities e.g. pesto, stir fry sauces, etc. (e.g. a portion size of under 90 g)	620 mg / 100 g*	620 mg / 100 g*
Thick Sauce Pastes	Includes all thick pastes used in small quantities (e.g. 45 g serving) such as curry and Thai	1425 mg / 100 g*	1425 mg / 100 g*
Soy, Oyster and Fish Sauces	Soy, oyster and fish sauces	4840 mg / 100 g*	4840 mg / 100 g*
<b>SNACKS</b>			
Standard Potato Crisps	All standard potato crisps (sliced potato only), all	690 mg / 100 g*	550 mg / 100 g*



	flavours except salt and vinegar		
Extruded and Pelleted Snacks and Snack Mixes	All flavours of extruded and pelleted snacks and snack mixes.	1100 mg / 100 g*	930 mg / 100 g*
Sheeted Snacks	All flavours of sheeted snacks.	770 mg / 100 g*	680 mg / 100 g*
Popcorn	Popcorn in all flavour varieties.	960 mg / 100 g*	940 mg / 100 g*
Nuts	Nuts such as peanuts, almonds, walnuts, Brazil nuts, cashews, hazelnuts, pecans and mixed nuts.	520 mg / 100 g*	490 mg / 100 g*
Pretzels	All types of pretzels	900 mg / 100 g*	760 mg / 100 g*
<b>SNACK BARS</b>			
Cereal, Nut and Granola Bars	Includes all sweet and savoury varieties, including protein and nut bars.	430 mg / 100 g*	380 mg / 100 g*
<b>SOUPS</b>			
Soup	Includes all wet soups (canned, condensed, ambient, and fresh) and dried soups	340 mg / 100 g*	300 mg / 100 g*
<b>STOCKS</b>			
Stocks/Bouillons	Includes all flavours of stocks and bouillons including granules, powder, pastes, cubes, reduction jellies, and ready-to-use products, as consumed (according to instructions)	Products in this category will meet a target of 350 mg / 100 ml/g as consumed or 24000 mg / 100 g, as sold.  Members will determine which target will apply based on how sodium levels are internally tracked.	Products in this category will meet a target of 350 mg / 100 ml/g as consumed or 24000 mg / 100 g, as sold.

\*targets are set for the product as it is consumed unless otherwise specified