

Salt reduction strategy in practice

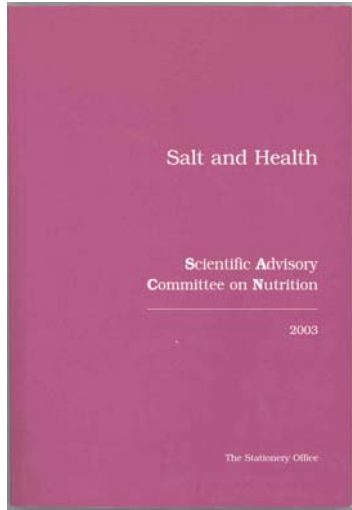
Barbara Gallani – BCCC Sector Manager

CAOBISCO Invites
Chocolate, Biscuit and Confectionery Products in a 21st
Century Balanced Diet
Brussels, 27 May 2008

Salt reduction strategy in practice

- Context of salt reduction in the UK;
- Consumer awareness;
- Biscuits and Cakes: recipes, strategies, technical issues & achievements;
- Establishment of voluntary targets;
- How does the UK experience transfer into Europe/other nutrients.

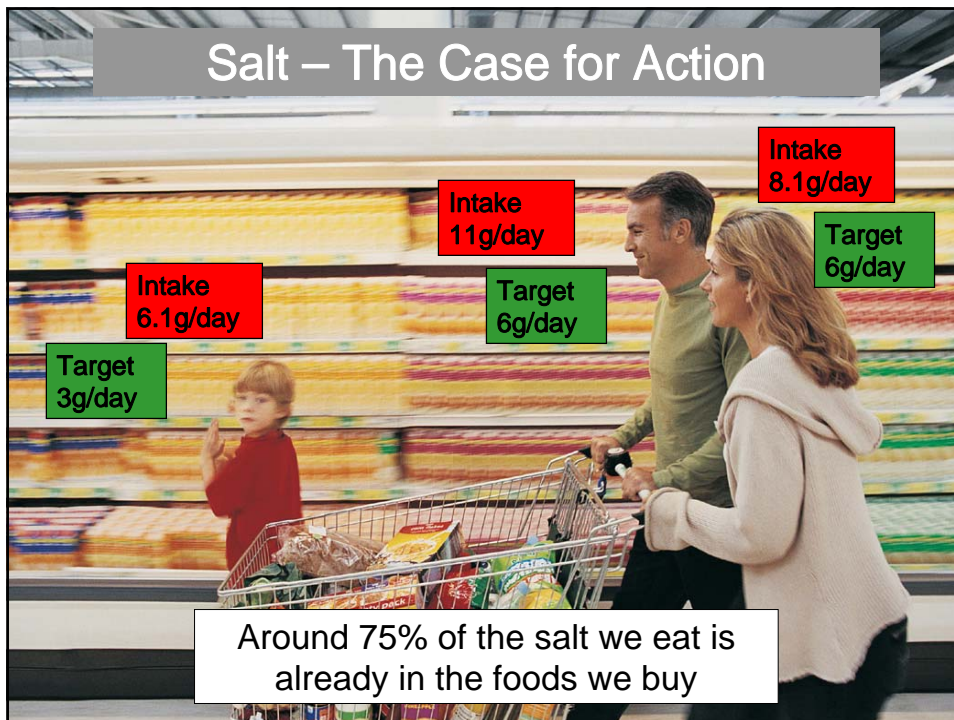
Salt reduction strategy in practice



Timeline

- May 03** - SACN report on Salt and Health published - 6g per day for adults
- Oct 03** - Draft FSA salt model published,
- Nov 03** - Salt stakeholder meeting
- Feb 04** - Meetings with individual organisations
- Sept 04** - Salt campaign – first phase
- Aug 05** - Public consultation on proposed salt targets
- Oct 05** - Second phase launched
- March 06** - Final salt reduction targets published
- March 07** - Third phase launched
- June 08** – Stakeholder event

Salt – The Case for Action





Why we use salt in food

It is a common misconception that salt can easily be removed from manufactured products

- It is used as a preservative;
- It influences the flavour of foods;
- It improves texture;
- It controls fermentation of yeast;

People will not eat food that does not taste good

Changes can only be made gradually to maintain consumer acceptability

Biscuits and Cakes: recipes, technical issues, strategies, achievements.

*Small contribution to salt intake:
< 4% in the average population*

FSA Voluntary Targets – March 06

16. Biscuits	16.1 Sweet biscuits – unfilled includes all unfilled sweet biscuits.	250mg	0.6g	0.7g salt or 280mg sodium (maximum)	The Agency acknowledges the work already carried out to reduce levels in these products by up to 20%. The relevant trade association has indicated that it believes only small reductions are possible at this time. The target represents an 8% reduction on current figures. The target will be reviewed in 2008. Average weighted sales data will be submitted by the relevant trade association on a bi-annual basis in order to track progress towards achieving the target set.	1.1g salt or 416mg sodium (average)
	16.2 Sweet biscuits – filled includes all sweet biscuits with fillings, e.g. fig rolls, custard creams etc.	250mg	0.6g	0.7g salt or 280mg sodium (maximum)	The Agency acknowledges the work already carried out to reduce levels in these products by up to 20%. The relevant trade association has indicated that it believes only small reductions are possible at this time. The target represents a 17% reduction on current figures. The target will be reviewed in 2008. Average weighted sales data will be submitted by the relevant trade association on a bi-annual basis in order to track progress towards achieving the target set.	0.5g salt or 205mg sodium (average)
	16.3 Savoury biscuits – unfilled includes all unfilled savoury biscuits.	250mg	0.6g	1.3g salt or 500mg sodium (maximum)	The Agency acknowledges the work already carried out to reduce levels in these products by up to 20%. The relevant trade association has indicated that it believes only small reductions are possible at this time. The target represents an 8% reduction on current figures. The target will be reviewed in 2008. Average weighted sales data will be submitted by the relevant trade association on a bi-annual basis in order to track progress towards achieving the target set.	2.2g salt or 860mg sodium (average)
	16.4 Savoury biscuits – filled includes all savoury biscuits with fillings.	250mg	0.6g	1.3g salt or 500mg sodium (maximum)	The Agency acknowledges the work already carried out to reduce levels in these products by up to 20%. The relevant trade association has indicated that it believes only small reductions are possible at this time. The target represents a 6% reduction on current figures. The target will be reviewed in 2008. Average weighted sales data will be submitted by the relevant trade association on a bi-annual basis in order to track progress towards achieving the target set.	1.6g salt or 740mg sodium (average)

FSA Voluntary Targets, March 06

Biscuits

Sweet biscuits, unfilled - 1.1g salt or 416mg sodium (average)

Sweet biscuits, filled - 0.5g salt or 205mg sodium (average)

Savoury biscuits, unfilled - 2.2g salt or 860mg sodium (average)

Savoury biscuits, filled - 1.9g salt or 740mg sodium (average)

Cakes

Buns - 0.5g salt or 200mg sodium (average)

Cake – 0.6g salt or 240mg sodium (average)

Pastries – 0.5g salt or 185mg sodium (average)

Fruit pies - 0.4g salt or 130mg sodium (average)

Recipes

Large range of recipes (and sodium content) = It will be easier to reduce sodium in some recipes but not in others

Biscuits

- Small amount of salt used for taste
- Significant contribution to the sodium content from the raising agent used
- In doughs with significant gluten development, such as crackers and semi-sweet types, salt toughens the gluten and gives a less sticky dough

Cakes

- Typically in cakes, over the half the sodium comes from sources other than salt
- Significant contribution to the sodium content from the raising agent used
- Additional contribution from eggs, milk powder, golden syrup, butter, fruits, nuts and jam
- Use of salted butter (microbiology and taste)
- Use of sodium citrate as a preservative of fruit instead of citric acid

Technical Issues

Biscuits

- Ammonium bicarbonate and acrylamide formation
- Potassium bicarbonate and impact on health of vulnerable sub-groups

Cakes

- Shape and texture would be affected by reduction of raising agent
- Storage and handling of ingredients, e.g. use of unsalted butter (microbiological issues)
- Water activity and shelf-life

Strategies

Some of the issues we had to face:

- Definition of categories
- Use of market shares data
- Accurate calculation of intakes
- Average values vs maximum values
- Monitoring of changes

- Penalised by an early start?

(UK Biscuit and cake manufacturers have been committed to working on salt/sodium reduction programmes since 1999.

Reductions between 1999 and 2006: 20% - 40%;

Reductions between Feb 06 and March 07: 16% – 50%.

Manufacturers had to reduce salt by large percentages whilst ensuring that the products deliver the same taste and quality to the consumer.)

Achievements to date

FSA Category Number	Sub-Category	Average Target proposed by BCCCA October 2005 deemed achievable by 2010 (g salt / mg sodium per 100g food)	Actual Sales Weighted Average figures as at February 2006 ¹	Actual Sales Weighted Average figures as at 31 March 2007 ²	% Reduction Between Feb '06 and Mar '07
12.2	Cakes , including all sponge cakes, cake bars, malt loaf, muffins and flapjacks	1.0g salt / 400mg sodium	0.7g salt / 260mg sodium	0.5g salt / 200mg sodium	28.5% salt / 23% sodium
12.3	Pastries	0.4g salt / 150mg sodium	0.5g salt / 200mg sodium	0.3g salt / 120mg sodium	40% salt / 40% sodium
12.4	Fruit Pies	0.4g salt / 150mg sodium	0.4g salt / 140mg sodium	0.3g salt / 120mg sodium	25% salt / 14% sodium
16.1	Sweet biscuits – unfilled	1.3g salt / 500mg sodium	1.2 g salt / 450mg sodium	1.0 g salt / 380mg sodium	16% salt / 15% sodium
16.2	Sweet biscuits – filled	0.7g salt / 280mg sodium	0.6g salt / 220mg sodium	0.3g salt / 140mg sodium	50% salt / 36% sodium
16.3	Savoury biscuits – unfilled	2.5g salt / 1000mg sodium	2.4g salt / 930mg sodium	1.3g salt / 500mg sodium	45% salt / 46% sodium
16.3	Crackers³	2.5g salt / 1000mg sodium	1.1g salt / 420mg sodium	0.8g salt / 300mg sodium	27% salt / 28% sodium
16.4	Savoury biscuits – filled	1.8g salt / 700mg sodium	2.0g salt / 800mg sodium	1.6g salt / 640mg sodium	20% salt / 20% sodium
(TBC)	Savoury Bagged snack products *	Not given	2.5g salt / 1000mg sodium	1.9g salt / 800mg sodium	24% salt / 20% sodium

Conclusions

- Biscuits and cakes contribute a very small amount of the total UK salt/sodium intake in the diet;
- Biscuit and cake recipes vary considerably and therefore also salt/sodium levels and reductions;
- UK manufacturers have reduced salt in each product category, with overall salt reductions of between 16% – 50% since February 2006 in some of the most popular brands of cakes and biscuits. This is in addition to the 20% - 40% reductions that had previously been achieved;
- Many UK biscuits and cakes are now at their very limit, technically and organoleptically, in terms of salt reduction. Much of the **added** salt has now been removed, with only that absolutely necessary remaining. This is why the salt/sodium reduction task now becomes very difficult, as it is inherent sodium (mainly from ingredients) that would have to be removed;
- Because salt/sodium is present in biscuits and cakes in tiny amounts, reductions will not be seen by monitoring labelling.

Some General Thoughts

- Can we transfer UK experience to Europe?
- What are the additional challenges?

Costly exercise for industry

- Challenges for certain sectors/products
- Resources for monitoring

Where do we go from here?

- Salt is “simpler” than other nutrients
- Develop messages and strategies about balanced diets not single nutrients

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