

Changing the Food Environment: National Salt Reduction Initiative

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National Organizations in NSRI

Leading national health organizations have signed on to become partners

- American College of Cardiology
- American College of Epidemiology
- American Dietetic Association
- American Heart Association
- American Medical Association
- American Public Health Association
- American Society of Hypertension
- Association of Black Cardiologists
- Consumers Union
- InterAmerican Heart Foundation
- International Society of Hypertension in Blacks
- Joint Policy Committee, Societies of Epidemiology
- National Hispanic Medical Association
- National Kidney Foundation
- New York State Chapter, American College of Cardiology
- Preventive Cardiovascular Nurses Association
- Society for the Analysis of African-American Public Health Issues
- World Hypertension League



Health Departments in NSRI

States

- Alaska Department of Health and Human Services
- Arizona Department of Health Services
- Baltimore City Health Department
- California Department of Public Health
- Colorado Department of Public Health and Environment
- Delaware Department of Health and Social Services, Division of Public Health
- District of Columbia Department of Health
- Maine Center for Disease Control and Prevention
- Maryland Department of Health and Mental Hygiene
- Massachusetts Department of Public Health
- Michigan Department of Community Health
- New York State Department of Agriculture and Markets
- New York State Department of Health
- Northern Illinois Public Health Consortium
- North Carolina Department of Health and Social Services, Division of Public Health
- Oregon Department of Health and Human Services, Division of Public Health
- Pennsylvania Department of Health
- Tennessee Department of Health
- Washington State Department of Health
- West Virginia Department of Health and Human Resources; Bureau for Public Health

Cities

- Boston Public Health Commission
- Chicago Department of Public Health
- Los Angeles County Department of Public Health
- New York City Department of Health and Mental Hygiene
- Philadelphia Department of Public Health
- Public Health, Seattle and King County



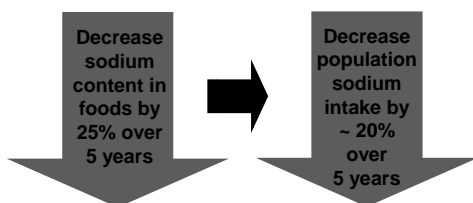
Impact of Sodium Reduction

- Recent study suggests that a reduction of 1,200 mg sodium/day can prevent *per year*:
 - 44,000 – 92,000 deaths
 - 54,000 – 99,000 heart attacks
 - 32,000 – 66,000 strokes
- Health care cost savings *per year*:
 - \$10 to \$24 billion

Bibbins-Domingo K, et al. Projected effect of dietary salt reductions on future cardiovascular disease. *N Engl J Med*. 2010. Accessed at: <http://content.nejm.org/cgi/content/full/NEJMoa0907355>



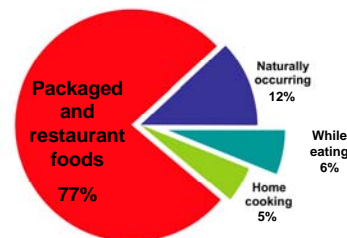
Goal: 20% Reduction in Sodium Intake in 5 Years



Reductions will vary among food categories

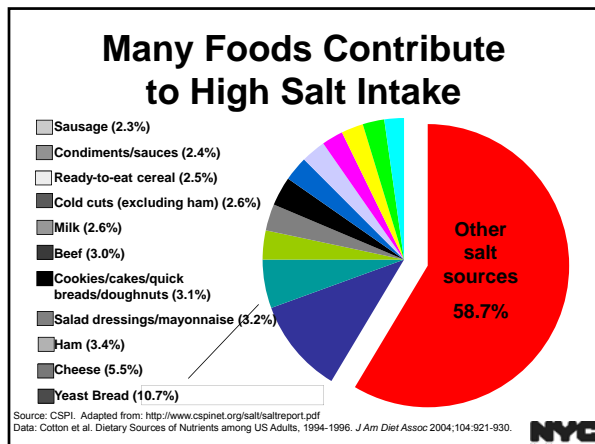


Most Salt Comes from Packaged and Restaurant Foods



Source: Mattes, RD. *Journal of American College Nutrition*, 1991, 10:383-393.





- ## U.S. Strategy: Model Based upon UK Success
- Government-industry collaboration
 - Set targets for reduction that are
 - Substantive
 - Achievable
 - Gradual
 - Voluntary
 - Measurable

- ## UK Salt Campaign
- Goal: Reduce salt intake by 1/3 from 2005 to 2010
 - Strategy: Set targets by food category, gradual reduction
 - More than 50 commitments from food companies
 - Product salt reductions achieved:
 - Heinz: 28% to 33% ↓ in some canned products
 - Nestle: 25% ↓ in soup mixes
 - Kellogg's: 25% ↓ in cornflake cereals
 - Population sodium intake has fallen:

3,800 mg in 2000-2001 → 3,440 mg in 2008
- UK Food Standards Agency website: <http://www.food.gov.uk/healthierating/salt/>. Accessed: 5/14/08.
 Summary Table of Salt reduction Commitments is within the above website at: <http://www.food.gov.uk/multimedia/spreadsheet/saltcommitmentsum.xls>. Accessed: 5/14/08.

- ## NSRI Components
- Packaged and restaurant food databases
 - 100+ meetings with industry
 - Categories and targets
 - 62 packaged food categories
 - 25 restaurant food categories
 - Evaluation

- ## NSRI Packaged Food Categories (1)
- | | |
|---|---|
| Bakery Products <ul style="list-style-type: none"> • Breads and rolls • Sweet breads and rolls • Tortillas and wraps • Cakes, snack cakes, muffins, and toaster pastries • Cookies • Crackers • French toast, pancakes, and waffles | Dairy Products and Substitutes <ul style="list-style-type: none"> • Grated hard cheese • Cheddar, Colby, jack, mozzarella, Muenster, provolone, and Swiss cheese • Cream cheese • Cottage cheese • Processed cheese |
| Cereal and Other Grain Products <ul style="list-style-type: none"> • Instant hot cereal • Breakfast cereals, light and medium weight • Breakfast cereals, heavy weight | Fats and Oils <ul style="list-style-type: none"> • Margarine and other spreads • Salted butter • Mayonnaise and mayonnaise-type dressing • Salad dressing |
| Meats <ul style="list-style-type: none"> • Cold cuts • Pepperoni and dry salami • Cooked sausage • Uncooked sausage • Hot dogs • Bacon • Uncooked whole muscle meat and poultry • Canned meat and sausage • Canned chicken and turkey • Frozen and refrigerated meat substitutes | Sauces, Dips, Gravies and Condiments <ul style="list-style-type: none"> • Major main entrée sauce • Minor main entrée sauce • Salsa, dips, and dipping sauce • Barbecue sauce, ketchup, marinades, and steak sauce • Asian-style condiments |
| | Snacks <ul style="list-style-type: none"> • Flavored chips • Unflavored chips • Puffed corn snacks • Popcorn • Pretzels and snack mixes |

- ## Packaged Food Categories (2)
- | | |
|---|--|
| Soups <ul style="list-style-type: none"> • Canned soup • Broth and stock • Dry soup | Vegetables <ul style="list-style-type: none"> • Frozen vegetables in sauce • Canned vegetables • Canned whole tomatoes • Diced, crushed, and stewed tomatoes • Vegetable juice |
| Potatoes <ul style="list-style-type: none"> • Frozen and refrigerated potatoes • Seasoned processed potatoes | Legumes <ul style="list-style-type: none"> • Baked beans • Canned beans |
| Mixed Dishes <ul style="list-style-type: none"> • Frozen entrees and sides < 6 oz per serving • Frozen entrees and sides 6-10 oz per serving • Frozen entrees and sides ≥ 10 oz per serving • Frozen and refrigerated pizza • Refrigerated entrees and sides • Canned chili, pasta, and hash • Seasoned pasta and stuffing mixes • Seasoned grain mixes | Canned Fish <ul style="list-style-type: none"> • Canned fish |
| | Seasoning Mixes <ul style="list-style-type: none"> • Dry seasoning mixes |
| | Nut Butters <ul style="list-style-type: none"> • Nut butters |

Restaurant Food Categories

Burgers

- Hamburger
- Cheeseburger

Sandwiches

- Chicken and Fish Sandwiches
- Sandwiches with Ham & Cured Meat
- Sandwiches with Lunch Meat
- Other Sandwiches
- Breakfast Sandwiches on Biscuit
- Breakfast Sandwiches not on a biscuit

Chicken

- Boneless Breaded Chicken
- Bone-in Breaded Chicken
- Bone-in Unbreaded Chicken

Potatoes

- French Fries
- Fried Potatoes & Onion Rings

Seafood

- Breaded Seafood

Pizza

- Cheese Pizza & Cheese Pizza base

Mexican

- Burritos
- Tacos

Soup

- Soup

Baked Goods

- Savory Yeast Breads w/o salty toppings
- Savory Yeast Breads with salty toppings
- Sweet Yeast Breads
- Sweet Quick Breads
- Pies and Turnovers
- Biscuits
- Cookies

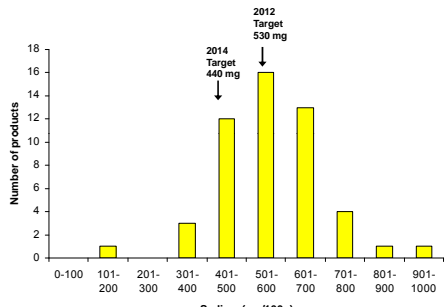


Targets Based on Sales-Weighted Average Sodium

- Some products sell much more than others
 - Reducing sodium in popular items more important
- Product sales change over time
- Products themselves change over time
- Sales-weighted average takes into account all products in a category and their sales



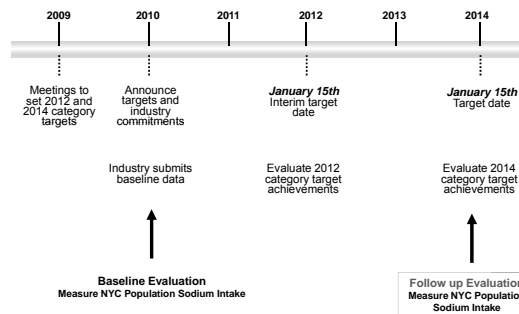
Sodium Levels in Sample Food Category



Note: Sales data from sales to food service and from companies that do not report data to Nielsen are not included; nutrition data from private label not included. Data based on products that represent top sellers of US market.



NSRI Timeline



Company Commitments

As of 4/26/10

Packaged Food

- Boar's Head
- Fresh Direct
- Goya Foods
- Hain Celestial
- Heinz
- Kraft
- LiDestri Foods
- Mars Food U.S.
- McCain Foods
- Red Gold, Inc.
- Unilever
- White Rose

Restaurant Food

- Au Bon Pain
- Starbucks
- Subway
- Uno Chicago Grill



Packaged Food Company Commitments: Examples (1)

- **Boar's Head**
 - Cold cuts (2014)
 - Pepperoni and dry salami (2014)
 - Cooked sausage (2014)
 - Bacon (2014)
 - Processed cheese (2014)
- **FreshDirect**
 - Refrigerated entrees and sides (2012)
 - Cakes, snack cakes, muffins, toaster pastries (2014)
- **Goya Foods**
 - Canned beans (2012, 2014)
- **Hain Celestial**
 - Crackers (Health Valley: 2012, 2014)
 - Frozen and refrigerated meat substitutes (Yves, WestSoy: 2012, 2014)
 - Barbecue sauce, ketchup, marinades, steak sauce (Westbrae: 2012, 2014)
 - Flavored chips (Terra, Garden of Eatin': 2012, 2014)
- **Heinz**
 - Major main entrée sauce (2012)
 - Barbecue sauce, ketchup, marinades, steak sauce (Ketchup: 2012)




Packaged Food Company Commitments: Examples (2)

- Kraft
 - Bacon (2012)
- **LiDestri**
 - Major main entrée sauce (Francesco Rinaldi: 2012, 2014)
- **Mars Food**
 - Seasoned grain mixes (2012, 2014)
- **McCain Foods**
 - Frozen and refrigerated pizza (2012, 2014)
- **Red Gold, Inc.**
 - Canned whole tomatoes (2012, 2014)
 - Diced, crushed, and stewed tomatoes (2014)
- **Unilever**
 - Margarine, other spreads (2012)
 - Major main entrée sauce (2012)
- **White Rose**
 - Crackers (2014)
 - Breakfast cereals (2012, 2014)
 - Cheddar, Colby, Jack, mozzarella, Muenster, provolone, Swiss cheese (2012, 2014)
 - Salted butter (2012, 2014)
 - Canned chili, pasta, and hash (2012, 2014)
 - Vegetable juice (2012, 2014)




Restaurant Company Commitments: Examples (1)

- **Au Bon Pain**
 - Sandwiches with ham and cured meat (2012, 2014)
 - Sandwiches with luncheon meat (2012, 2014)
 - Other sandwiches (2012, 2014)
 - Soup (2014)
 - Sweet yeast breads (2012, 2014)
- **Subway**
 - Sandwiches with ham and cured meat (2012, 2014)
 - Soup (2014)
 - Cookies (2012, 2014)



Restaurant Company Commitments: Examples (2)

- **Starbucks**
 - Breakfast sandwiches not on a biscuit (2012, 2014)
- **Uno Chicago Grill**
 - Hamburgers (2014)
 - Cheeseburgers (2012, 2014)
 - Boneless breaded chicken (2012, 2014)
 - Chicken and fish sandwiches (2014)
 - Pizza (2012, 2014)
 - French fries (2012, 2014)



Sample Reductions by Product and Food Category

Food	Company	Goal
Products		
Heinz Ketchup	Heinz	15% less sodium by 2012
Elio's Cheese Pizza	McCain	15% less sodium by 2014
Boar's Head Liverwurst	Boar's Head	15% reduction since launch; 5% additional reduction by 2014
ABP Baja Turkey Sandwich	Au Bon Pain	10% reduction since initiative launch; 5% additional reduction by 2014
Categories		
Goya Canned Beans	Goya	25% less sodium by 2014
Francesco Rinaldi Spaghetti Sauces	White Rose	32% less sodium by 2014
White Rose Brand Canned Tomatoes	White Rose	32% less sodium by 2014
White Rose Brand Pretzels	White Rose	44% less sodium by 2014

Evaluation

- Monitor sodium levels in foods
 - Existing NSRI database
 - More complete database?
- Measure sodium intake by people
 - New York City assess using 24-hour urine collection of 1,856 participants of prior telephone survey
 - National samples also needed

