



The Sodium Reduction Journey

Less Salt, more Vitality

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The need to reduce sodium

Experts agree healthy salt intake is 5-6g/day

- Current salt intake is 9-12 g/day
- Overconsumption of salt is a major contributor to heart and vascular disease as it raises blood pressure
- Reducing salt by as little 1 g/day would reduce strokes by 5% and heart attacks by 3%
- Meeting these targets will be challenging, but it can be done if we all work together and take consumers on the journey

Some product examples

Retail

- Salt content of dry soups in Europe and South America was reduced by 10-15%,
- Knorr and Lipton side dishes in NA have seen reductions in salt of 25%, Ragu Pasta Sauce 42% and Wishbone Italian Dressings 37%.
- Hot & Sour Vegetable Soup in India had a silent sodium reduction of 14%



Out of home (Unilever Foodsolutions)

- Salt levels in Knorr stock base and soup (dry, paste, jel,, in Germany dropped on average by 12%
- In US and Canada Knorr Soup Du Jour/Soup Works achieved reductions up to 31%.



Unilever's sodium targets

- Covering its entire Foods Portfolio, Unilever aims to reach a dietary intake of 2400mg of sodium by the end of 2010, with a further reduction to 2000mg by the end of 2015.
- This is in line with the WHO guidelines and corresponds to 5g of salt.



Who is responsible?

Food industry (global players)

Local small food producers

**Health authorities
global/local**

Nutrition/health scientists

Health care professionals

Consumers

Retailers

Restaurants/chefs

Key issues

Consumer acceptance ➤ Create understanding & demand for lower sodium foods

Taste ➤ Retain great taste

Technology ➤ No simple solutions

Benchmarks ➤ Impact on public health

Partnerships ➤ Local implementation

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Consumer acceptance

What people say....

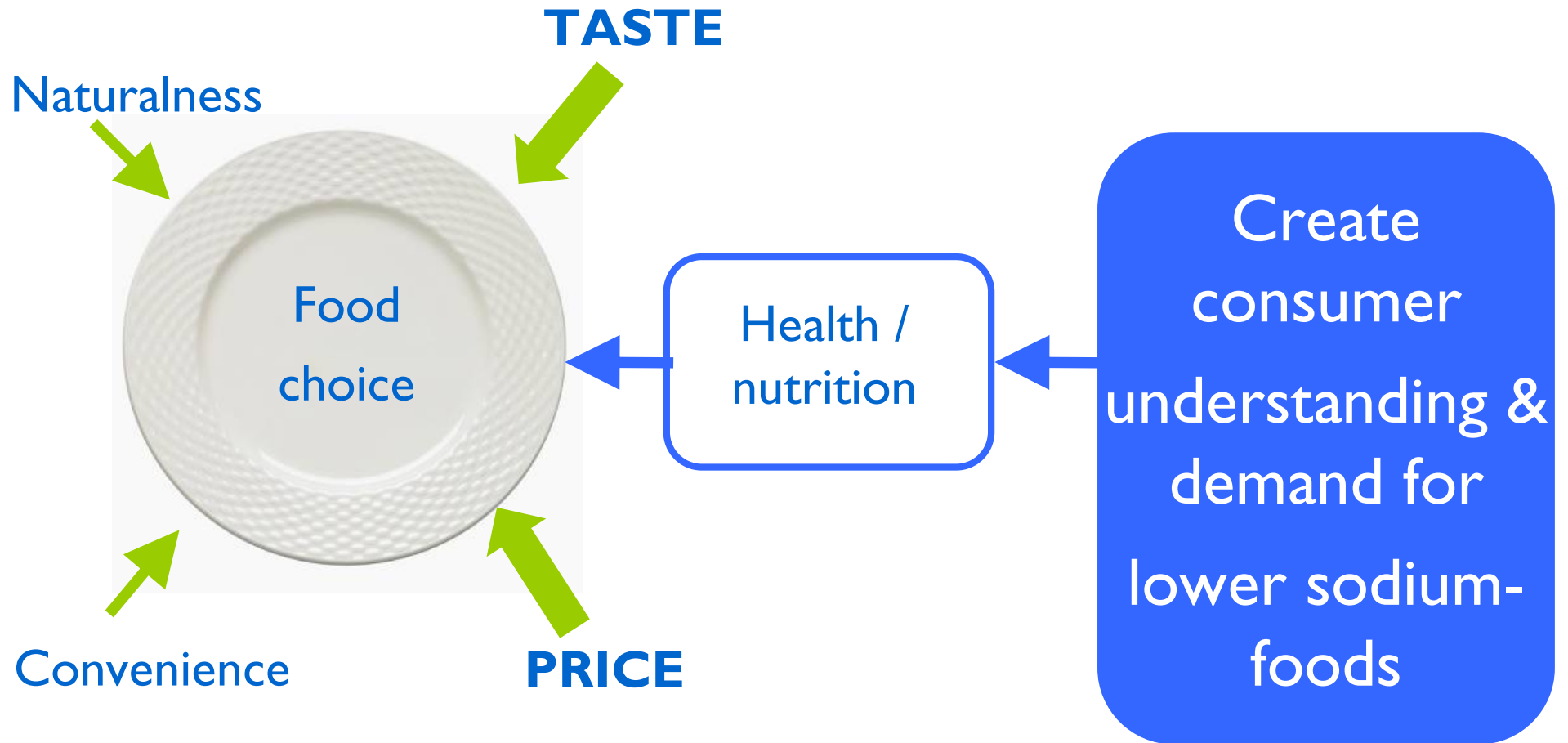
I don't have high blood pressure, so no need to worry about salt



The doctor put me on a low sodium diet – it tasted horrible!



Determinants of food choice



Consumer challenges & solutions

Not wanting to give up taste



Nutrition knowledge low

Nutrition Facts	
Margarine 60% vegetable oil	
	per serving (5g)
Energy (kcal)	27
Protein (g)	0
Carbohydrate (g)	0
Of which Sugars (g)	0
Fat (g)	3
Of which Saturates (g)	1
Fibres (g)	0
Sodium (mg)	2

Perception that Natural = healthy

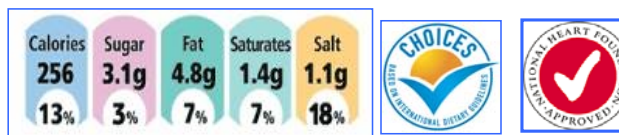


Gradual adaptation
Tastier products

Education
Read the label

Look for natural options

Compelling and motivating claims

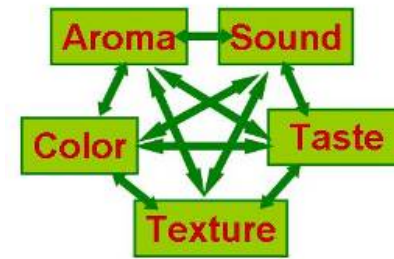


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Taste & Technology

Technology hurdles



- Salt plays a crucial role in taste, preservation and texture
- No simple solutions
 - Each type of food requires a different approach
 - Adaptation only effective when implemented industry-wide
 - Breakthrough technologies needed for further reductions beyond 20-30%

Maintain
great taste

How do we lower sodium?

Adaptation

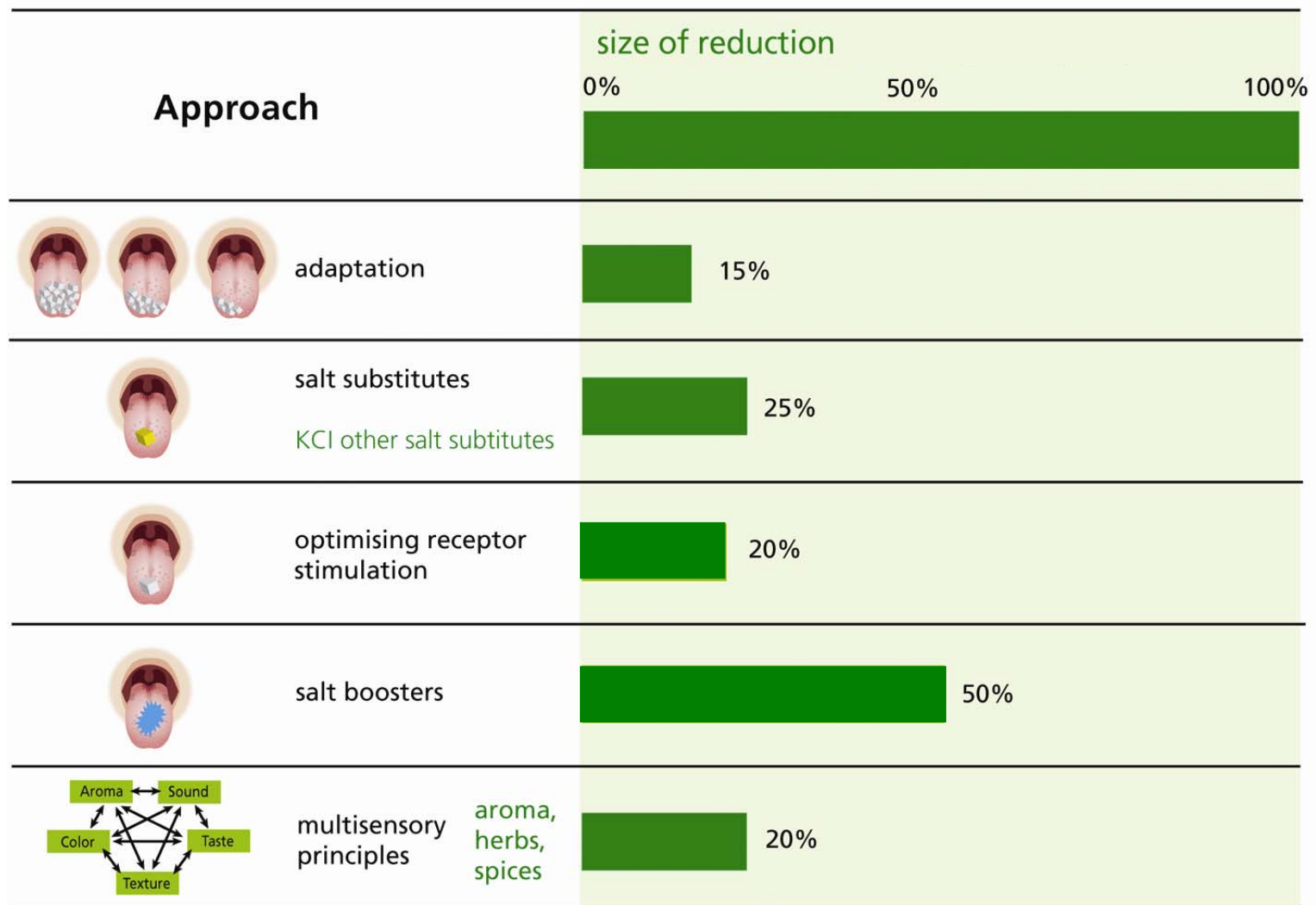
Gradual reduction of salt without affecting taste

Salt replacement

Combining chefmanship with new natural salt replacers



How do we lower sodium?



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Benchmarks

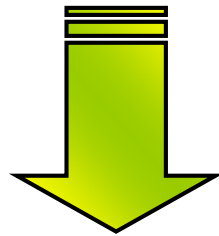
The next step in reformulation

Unilever Global Nutrition Enhancement Programme

Reduction of trans and saturated fats, sugars and sodium

9100 tonnes of salt removed without affecting taste or costs

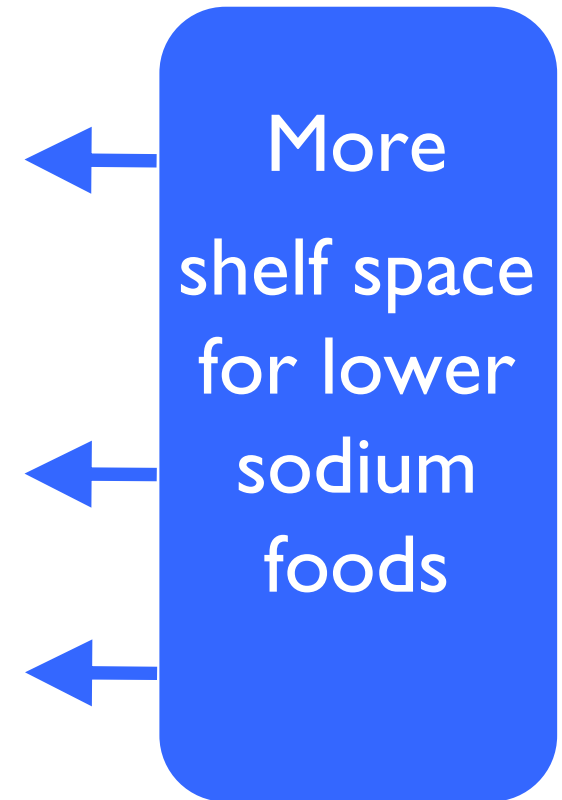
Sodium
reduction
strategy



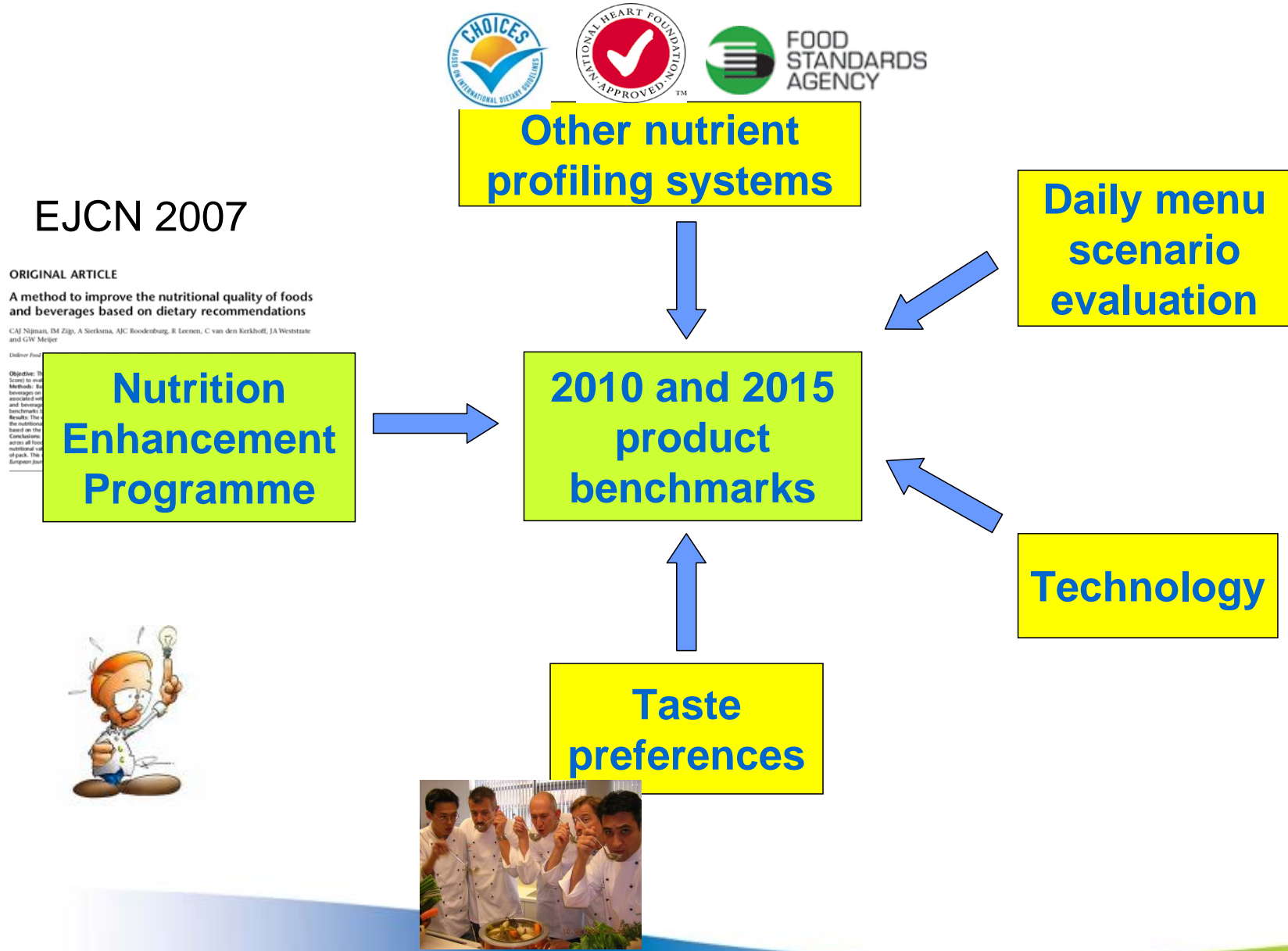
Our products
will contribute
to achieving

2400 mg of sodium (6g of salt) per day by
the end of 2010

2000 mg of sodium (5g of salt) per day by
the end of 2015



Development of benchmarks

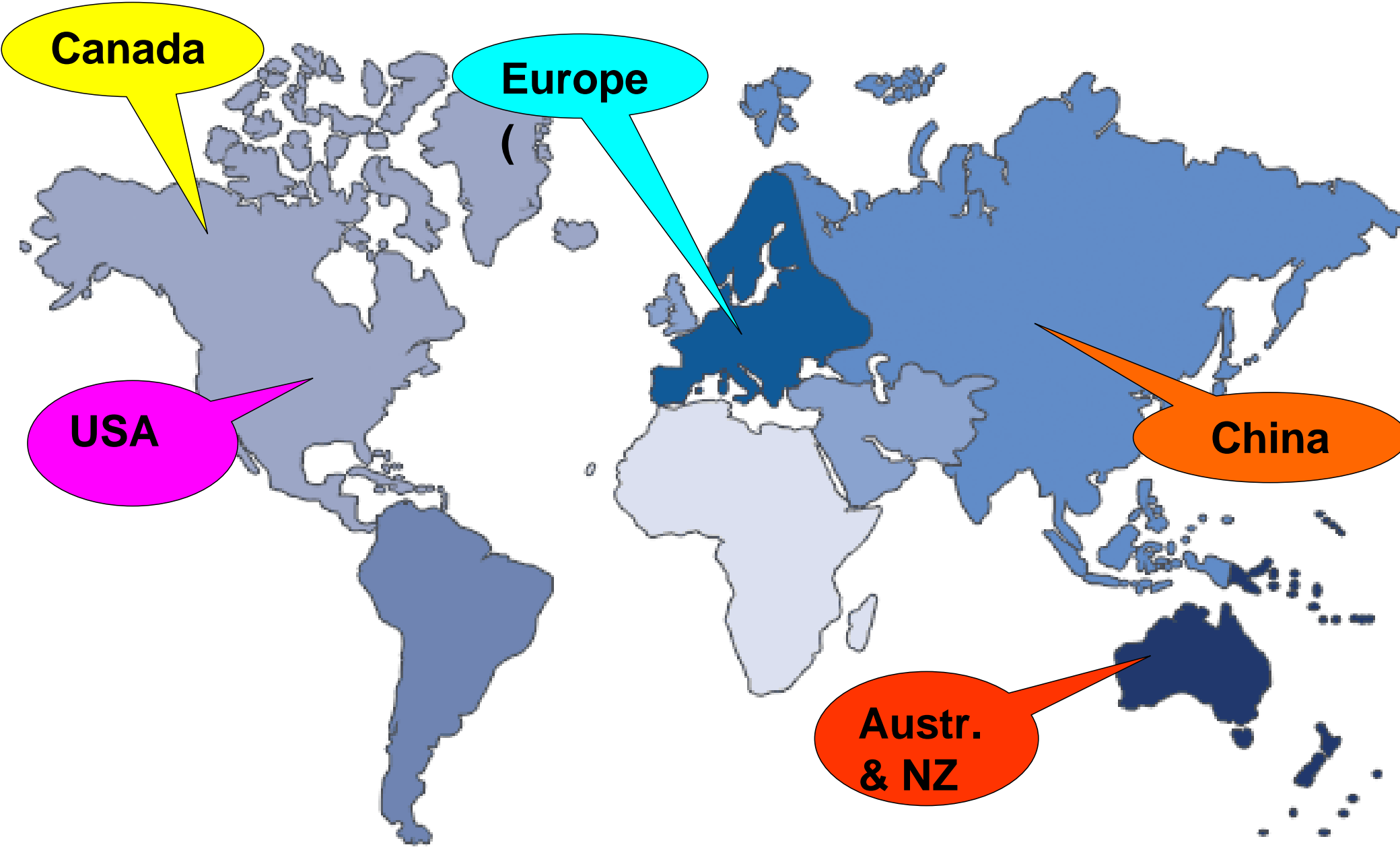


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Partnering

Government programmes on salt



Canada

Europe

USA

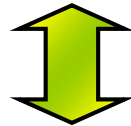
China

**Austr.
& NZ**

Sodium reduction journey in action

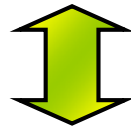
Global level

Scientific consensus, WHO recommendations, global public health initiatives



Regional level

Regulations on claims and product composition, recommendations



Local level

Encourage sodium reduction and increase consumer demand, monitor effectiveness

Partnering
needed
for
success

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Consumer communication

Involving communities

The screenshot shows the Unilever Salt Reduction website. The browser window title is "Unilever Salt Reduction | Unilever Global - Windows Internet Explorer". The address bar shows the URL: <http://www.unilever.com/brands/nutrition/unileversaltreduction/default.aspx>. The website header includes the Unilever logo and navigation links: "About us", "Our brands", "Sustainability", and "Innovation". The "Our brands" dropdown menu is open, showing "Nutrition" and "Unilever Salt Reduction". Under "Unilever Salt Reduction", there are links for "Online salt calculator", "The salty truth", and "Unilever salt reduction commitment". The main content area features the heading "Unilever Salt Reduction" and the text: "It is fine to include a small amount of salt in your diet, but eating too much is not good for your health." Below this is a section titled "Why less salt is better for you" with a sub-image of a woman eating. The text explains that high salt intake increases the risk of high blood pressure and cardiovascular disease. A "Take the salt test" section is visible at the bottom, with a button that says "Click here to take the Salt Test >>".

For consumers:
www.unilever.com/salt

For experts:
www.unilever.com/conferences

The poster features the Unilever logo and the text "Adding Vitality to Life" with a sub-headline "cutting salt". It includes a photograph of a woman running on a beach. The poster contains several columns of text, including a "Take the salt test" section and a "Click here to take the Salt Test >>" button. The overall design is clean and informative, with a focus on health and vitality.



Salt calculator


Unilever Salt Tool - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.fuse.co.uk/clients/unilever/salt_tool/

Google Search

Unilever Salt Test... ..keep the flavour, lose the salt!




Salt enhances the flavour of foods and provides a nutrient your body needs called sodium. But many people eat too much salt which can increase the risk of high blood pressure and high blood pressure is a leading cause of heart disease.

**Do you want an indication of how much salt YOU eat each day?
Then take the Salt test!**

Start the test!

Want to know more?
[Click here to read more about salt...](#)



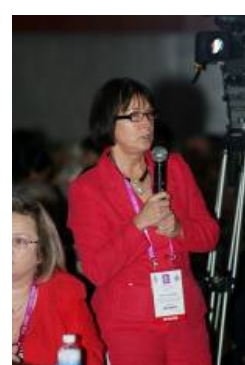
[Home](#)

Salty (Canada)



ICN 2009 in Bangkok

“The Sodium Reduction Journey”



Join the Sodium Reduction Journey!

The main challenge in sodium reduction is to maintain taste

Increase availability of foods with reduced sodium levels

Boost consumer demand for sodium-reduced foods

Partnering needed at all levels for successful local execution



Thank you

