

## **INFORMATION SHEET**

Number 19/01 December 2001

### **RESPONSES RECEIVED FROM MANUFACTURERS WITH RESULTS HIGHER THAN THE LEVELS DECLARED ON THE PACKAGING - Annex 1**

#### **Annex 1: Responses received from manufacturers with results higher than the levels declared on the packaging.**

##### **Waitrose**

"Investigations were incomplete at the time of the deadline for the response. However, the moisture levels indicated by the analysis results are very low and this in itself could generate apparently high sodium levels. The sampling and analysis protocols should be examined to identify a possible reason for these low moisture levels. Analyses carried out by the supplier and independently by a third party laboratory indicate that the sodium content of similar bread produced in accordance with the quantity of added salt called for by the recipes of these loaves is in line with the levels declared on the packaging."

##### **Safeway**

"Safeway are committed to the strategy of salt reduction in processed foods and the results on three of the four Safeway breads tested in this survey clearly demonstrate this. The analysis of these are in line with the levels of salt added to the products. The fourth result, on The Best White Bread, Thick Sliced, 800g was much higher than would be expected. The amount of salt in the recipe of this product is 1.3%, equivalent to 510mg per 100g of sodium. We arranged for twenty-four loaves, from a number of different batches, to be independently analysed and the average sodium level was found to be 502mg per 100g, confirming the recipe level and supporting the declaration on the label. The result of the FSA analysis on this product was unaccountably high and does not reflect the normal salt levels."

##### **British Bakeries**

"We have conducted an investigation which has confirmed that the sodium level declared on the packaging is indeed inaccurate.

In March 2000, in line with the Federation of Bakers undertaking to reduce salt usage by 10%, we reduced the sodium content of all our standard and value breads from 450 to 400 mg/100g. The change also applied to Mothers Pride Medium.

Our longer life export recipe for Mothers Pride was not altered.

At a later date, a marketing decision was taken to extend the shelf life of Mothers Pride for the UK market by adopting the export recipe. Unfortunately the decision failed to recognise the implications for our policy of salt reduction and an administrative error led to the nutritional data for the 'low salt' recipe being used to prepare the packaging information.

The recipe has now been amended and the sodium content of Mothers Pride is now 400mg/100g.

Whilst we are most concerned about the inaccurate packaging information the error was confined to this one product which represents just 4.5% of our standard and value bread and less than 2% of our total bread tonnage.

This unfortunate mistake does not reflect upon our commitment to the Federation of Bakers salt reduction initiative."

##### **Sainsbury's**

"We use figures from McCance & Widdowson which are based on a moisture content of 40% for these types of loaves. This is to help moderate for the seasonal changes in raw materials used in our loaves and to reflect a standard loaf.

Your own results show that we regularly achieve the declared sodium level bearing in mind that we declare the sodium level to the nearest 0.1g and this raises issues of rounding. In relation to the result in question, it appears there may have been an issue with one batch, which we are now investigating. Our code of practice with suppliers requires that the calculated nutrition figures are checked by analysis. As a result of your findings we shall be raising these issues with our supplier to determine what further action should be taken to ensure that we provide the most accurate nutrition information as is possible."