

Proposed product categories and targets set for levels of salt in key product categories that contribute most to intakes

Main product category	Sub-categories (where relevant)	FSA Salt Model illustrative average value		FSA Proposed targets to be achieved by 2010 (g salt/sodium per 100g of food, as sold)	Comments
		mg sodium per 100g	g salt per 100g		
1. Meat products	1.1 Bacon Includes all types of bacon, e.g. back, streaky, smoked, unsmoked.	750mg	1.9g	3.0g salt or 1.4g sodium (maximum)	Industry organisations have indicated that a target of 2.5g salt (1g sodium) per 100g (maximum) is unlikely to be achieved, hence higher target proposed.
	1.2 Ham/other cured meats Includes hams, pepperoni, salami and similar. Excludes 'Protected Designation of Origin' and 'Traditional Speciality Guaranteed' products, e.g. Parma ham.	750mg	1.9g	2.5g salt or 1g sodium (maximum)	Industry organisations have indicated that a target of 1.9g salt (750mg sodium) per 100g (maximum) is unlikely to be achieved, hence higher target proposed.
	1.3 Sausages Includes all meat sausages, e.g. pork, beef, chicken, turkey, etc.	550mg	1.4g	1.4g salt or 550mg sodium (maximum)	Indication from one brand leader that the salt model value could be reached, subject to consumer taste.
	1.4 Meat Pies 1.4.1 Delicatessen, pork pies and sausage rolls 1.4.2 All other pies (including Cornish and other meat based pies)	300mg	0.8g	1.3g salt or 500mg sodium (maximum) 1.1g salt or 450mg sodium (maximum)	Industry organisations have indicated that a target of 1g salt (400mg sodium) per 100g (maximum) could not be achieved for all pies, hence higher targets proposed.
	1.5 Cooked uncured meats Includes roast meat, sliced meat, pâté, meat spreads and similar.	450mg	1.1g	1.8g salt or 700mg sodium (maximum)	Industry organisations have indicated that a target of 1.6g salt (630mg sodium) per 100g (maximum) could not be achieved, hence the higher target proposed.
	1.6 Burgers, grillsteaks etc Includes beefburgers, hamburgers, pork/bacon burgers, chicken burgers, turkey burgers and all kebabs. Excludes canned burgers.	300mg	0.8g	1.0g salt or 400mg sodium (maximum)	Industry organisations have indicated that 1g salt (400mg sodium) per 100g is the limit of what is technically achievable in burgers.
	1.7 Poultry (coated) Includes processed poultry products, such as nuggets, kiefs, etc.	450mg	1.1g	1g salt or 400mg sodium (maximum)	Adopted target that was slightly lower than salt model and below maximum targets set by industry.

	1.8 Canned frankfurters, hotdogs, and burgers Includes canned frankfurters, canned hotdogs and canned burgers only.	550mg (sausages); 300mg (burgers)	1.4g (sausages); 0.8g (burgers)	1.4g salt or 550mg sodium (maximum)	Proposed target concurs with lowest industry target for sausages. No indications to date that it will not be possible to meet this target (from a technical perspective) but some indications that this target is subject to consumer acceptability.
2. Bread	2.1 Pre-packed bread and rolls Includes pre-packed (pre-sliced), part-baked and freshly baked white, brown and wholemeal bread or rolls.	350mg	0.9g	1g salt or 400mg sodium (maximum)	Industry have indicated that 1g salt (400mg sodium) is probably minimum level achievable.
	2.2 Speciality bread and rolls Includes bagels, brioche, ciabatta, pitta, naan, chappattis and similar.	350mg	0.9g	1.2g salt or 470mg sodium (maximum)	Levels in products currently range from 0.9g salt (350mg sodium) to 2.8g salt (1.1g sodium) per 100g. Current average is 1.5g salt (600mg sodium) per 100g ^(a) Target has therefore been proposed at level equal to around a 20% reduction on current levels.
	2.3 Morning goods Includes crumpets, english muffins, scotch pancakes, croissants and similar.	350mg	0.9g	1g salt or 400mg sodium (maximum)	Levels in products currently range from 0.8g salt (300mg sodium) to 2.8g salt (1.1g sodium) per 100g. Current average is 1.2g salt (470mg sodium) per 100g ^(a) . Target has therefore been proposed at a level equal to around a 17% reduction on current levels.
3. Breakfast cereals	3.1 Breakfast cereals Includes all breakfast cereals, e.g. muesli, cornflakes, hot oat cereals, etc.	300mg	0.8g	0.8g salt or 300mg sodium (average)	Target proposed at 0.8g salt (300mg sodium) per 100g (average) following discussions with the ACFM.
4. Cheese	4.1 Cheddar 4.1.1 Mild Cheddar and other mild cheeses (Cheshire, Lancashire etc)	500mg	1.3g	1.7g salt or 670mg sodium (average)	Level indicated by those within dairy industry organisation as acceptable
	4.1.2 Mature Cheddar, Double Gloucester and Leicester cheeses			1.95g salt or 750mg sodium (average)	Level indicated by those within dairy industry organisation as acceptable
	4.2 Processed cheese 4.3.1 Cheese spreads	500mg	1.3g	2g salt or 800mg sodium (average)	Target proposed is equal to current level in brand leader; considerably lower than some other products currently on the market.
	4.3.2 Other processed cheese (e.g. slices, strings, etc.)			2.9g salt or 1170mg sodium (average)	Current lowest product is at 3.3g salt or 1.3g sodium per 100g. Target proposed at level that is 10% lower than current levels.

	<p>4.3 Mozzarella (used in food products) Includes mozzarella products for food industry use only. Excludes fresh mozzarella sold in retail outlets</p>	500mg	1.3g	1.8g salt or 700mg sodium (average)	Main manufacturing organisation has indicated that current levels of salt in mozzarella used in food products is at 1-2%. Target has been proposed at a level that is 10% lower than maximum of current levels.
	<p>4.4 “Fresh” cheeses Includes cottage cheese, fromage frais and similar.</p>	500mg	1.3g	0.5g salt or 200mg sodium (average)	Main manufacturing organisation has indicated that it considered this level to be achievable across all varieties of cottage cheese (product with highest level of those in category, according to data currently held).
	<p>4.5 Blue cheese UK produced blue cheeses only</p>	500mg	1.3g	1.9g salt or 750mg sodium (average)	Current level in Stilton is at 788mg per 100g (source: McCance and Widdowson). Stilton manufacturers currently considering whether further reductions are possible. Target has been proposed at a level that is 5% lower than current levels.
5. Fat spreads	<p>5.1 Butter</p> <p>5.1.1 Welsh butter Includes all Welsh butters only</p> <p>5.1.2 Salted butter Includes all other “standard” salted butters</p> <p>5.1.3 Lightly salted butter Includes all lightly salted butters (made using different processes to that used for salted butters at 5.1.2 eg Lurpak)</p> <p>5.1.4 Unsalted butter Includes all unsalted butters,</p>	400mg	1.0g	3.8g salt or 1.5g sodium (average)	Industry organisations have indicated that a level of 1.2g salt (470mg sodium) per 100g (maximum) would be unachievable in UK produced butter. Range of levels of salt present in different butters (eg Welsh, Cornish etc). Salt is likely to have some preservation purposes as well as being added for taste. Different levels have been set for different types of butter as this was indicated as necessary by industry organisations.
	<p>5.2 Margarines/other spreads Includes all margarines and spreads, e.g. sunflower, olive oil, buttermilk enriched, sterol/stanol containing, etc.</p>			1.4g salt or 550mg sodium (maximum)	

6. Baked beans	6.1 Baked beans in tomato sauce without accompaniments	350mg	0.9g	0.75g salt or 300mg sodium (maximum)	Levels of salt in reduced salt (and sugar) baked beans in tomato sauce are considerably lower than those for “standard” baked beans. Industry organisations have indicated that there is no technological reason why the lower level of reduced salt baked beans couldn't be achieved in all baked beans but that consumer acceptability would probably not allow it.
	6.2 Baked beans in tomato sauce with accompaniments Includes baked beans with sausages, meatballs, other meats and cheese.	350mg	0.9g	0.75g salt or 300mg sodium (maximum)	See above for category 6.1.
7. Ready meals and meal centres – meat, fish and vegetable based	7.1 Chinese/Thai/Indian – ready meals Includes all Chinese, Thai and Indian ready meals with accompaniment (potato, rice, noodles etc) e.g. sweet and sour chicken with rice, thai green curry with noodles, chicken tikka massala with rice etc.	250mg	0.6g	0.8g salt or 300mg sodium (average)	Level for these types of ready meals needs to be higher than some others due to some key ingredients eg soy sauce, fish sauce etc. Note: there may need to be some products that are exempted from meeting this target eg Teriyaki dishes.
	7.2 Chinese/Thai/Indian – meal centres Includes all Chinese, Thai and Indian meal centres without accompaniment (potato, rice, noodles etc) e.g. sweet and sour chicken, thai green curry, chicken tikka massala, etc.	250mg	0.6g	1.g salt or 400mg sodium (average)	Industry have indicated that levels in meal centres need to be higher than ready meals (it is presumed that this is due to the lack of the carbohydrate component). Note: there may need to be some products that are exempted from meeting this target eg Teriyaki dishes
	7.3 Italian/Traditional/other – ready meals Includes all Italian, traditional and other ready meals with accompaniment (potato, rice, noodles etc) not covered in 7.1, e.g. lasagne, chilli con carne with rice, coq au vin with potato, cottage pie.	250mg	0.6g	0.6g salt or 250mg sodium (average)	Levels for these types of ready meals are likely to be lower than category 7.1, hence lower target proposed.
	7.4 Italian/Traditional/other – meal centres Includes all Italian, traditional and other ready meals without accompaniment (potato, rice, noodles etc) not covered in 7.1, e.g. chilli con carne, coq au vin, beef stew.	250mg	0.6g	0.8 salt or 300mg sodium (average)	Industry has indicated that levels in meal centres need to be higher than ready meals (it is presumed that this is due to the lack of the carbohydrate component).
8. Soup	8.1 Dried soups (as consumed) Includes all soups in a cup and other dried soups as consumed, i.e. once rehydrated.	200mg	0.5g	0.7g salt or 280mg sodium (average)	Industry have suggested that target of 0.5g salt (200mg sodium) per 100g would not pass consumer acceptability, hence higher target proposed.

	8.2 "Wet" soups Includes all canned, ambient packed and fresh (chilled) soups.	200mg	0.5g	0.6g salt or 250mg sodium (average)	Industry have suggested that target of 0.5g salt (200mg sodium) per 100g would not pass consumer acceptability, hence higher target proposed.
9. Pizza	9.1 Pizzas with higher salt toppings e.g. cured meat, olives, anchovies, prawns and "Cheese Feast" or similar toppings.	300mg	0.8g	1.2g salt or 470mg sodium (average)	Industry has indicated that a target at 1g salt (400mg sodium) per 100g (average) would not be achievable due to high levels salt in ingredients. Average level in pizzas with meat currently is around 1.5g salt (600mg sodium) per 100g ^(a) . Target proposed is based on the targets received from industry.
	9.2 Without high salt toppings e.g. chicken, vegetables, etc.	300mg	0.8g	1.0g salt or 400mg sodium (max)	Industry has indicated that a target of 0.8g salt (300mg sodium) per 100g (average) would not be achievable. Average level in pizzas is 1.3g salt (500mg sodium) per 100g ^(a) . Target proposed falls at midway point of industry targets received.
10. Crisps and savoury snacks	10.1 Standard potato crisps All standard potato crisps, all flavours except salt and vinegar	550mg	1.4g	1.5g salt or 600mg sodium (max)	Current average levels in potato crisps are around 1.7g salt (670mg sodium) per 100g ^(a) . In consultation with industry organisations, it was agreed that a target of 1.5g salt would be achievable.
	10.2 Extruded snacks All extruded snacks eg Wotsits, Hula Hoops, all flavours except salt and vinegar	550mg	1.4g	2.8g salt or 1.1g sodium (max)	Current average levels in extruded snacks are around 3.1g salt (1.2g sodium) per 100g ^(a) . Target has been proposed at a level that is 10% lower than current levels.
	10.3 Pelleted snacks All snacks made from pellets eg Quavers, Skips, Frazzles, all flavours except salt and vinegar	550mg	1.4g	3.2g salt or 1.3g sodium (maximum)	Current average levels in pelleted snacks are around 3.6g salt (1.4g sodium) per 100g ^(a) . Target has been proposed at a level that is 10% lower than current levels.
	10.4 Salt and Vinegar products All crisps, snacks etc salt and vinegar flavour only	550mg	1.4g	3.1g salt or 1.2g sodium (maximum)	Current average levels in salt and vinegar products are around 3.5g salt (1.4g sodium) per 100g ^(a) . Target has been proposed at a level that is 10% lower than current levels.
11. Buns, cakes, pastries, fruit pies	11.1 Buns Includes fruit buns, iced buns, scones etc.	200mg	0.5g	0.5g salt or 200mg sodium (maximum)	Has been indicated as being achievable by some industry organisations.
	11.2 Cakes Includes all sponge cakes, cake bars, malt loaf etc.	200mg	0.5g	0.6g salt or 250mg sodium (maximum)	Has been indicated as being achievable by some industry organisations.

	11.3 Pastries All pastry-based sweet dishes, e.g. danish pastries, except for fruit pies and croissants.	200mg	0.5g	0.5g salt or 200mg sodium (maximum)	Has been indicated as being achievable by some industry organisations.
	11.4 Fruit pies Includes all fruit pies made with pastry.	200mg	0.5g	0.5g salt or 200mg sodium (maximum)	Has been indicated as being achievable by some industry organisations.
12. Bought sandwiches	12.1 With high salt fillings e.g. cured meat, olives, anchovies, prawns and mature/high salt cheese, etc.	350mg	0.9g	1.3g salt or 500mg sodium (average)	Has been indicated as being achievable by some industry organisations.
	12.2 Without high salt fillings e.g. chicken, vegetables, egg, etc.	350mg	0.9g	1g salt or 400mg sodium (average)	Has been indicated as being achievable by some industry organisations.
13. Table sauces, retail	13.1 Tomato ketchup	600mg	1.5g	1.8g salt or 700mg sodium (maximum)	Industry have indicated that target at 1.5g salt (600mg sodium) per 100g (maximum), would not be achievable (although some reduced salt products are at this level) hence higher target proposed (indicated as acceptable by some).
	13.2 Brown sauce Includes all brown, BBQ, curry-flavoured etc.	600mg	1.5g	1.5g salt or 600mg sodium (maximum)	Has been indicated as being achievable by some industry organisations.
	13.3 Salad cream	600mg	1.5g	1.8g salt or 700mg sodium (maximum)	Industry has indicated that approx 2g salt (800mg sodium) per 100g might be achievable in these products. Current levels in products are around 2.2g salt. Target proposed at level that is 18% lower than current levels.
	13.4.1 Mayonnaise (not reduced fat/calorie)	600mg	1.5g	1.5g salt or 600mg sodium (maximum)	Have proposed level at 1.5g salt (600mg sodium) per 100g as this is equivalent to the brand leader.
	13.4.2 Mayonnaise (reduced fat/calorie)	600mg	1.5g	2.5g salt or 1g sodium (maximum)	Target proposed at level that is between current levels in different fat-reduced mayonnaises.
	13.5 Salad dressing Includes all oil and vinegar based dressings.	600mg	1.5g	2.5g salt or 1g sodium (maximum)	Target proposed to concur with lower levels in some products currently available.
14. Cook in and pasta sauces	14.1 All cook in and pasta sauces (except Pesto) Includes all cooking sauces, e.g. pasta sauce, curry, mexican. Excludes thick varieties.	250mg	0.6g	1.2g salt or 470mg sodium (average)	Industry indicated that it thought there should be a split for cook-in and pasta sauces like that used for ready meals. Data held ^(a) suggests that there are a wide variety of salt levels in products, regardless of type (eg whether for pasta, or an Indian or Chinese style sauce) hence inclusion of all types of sauce in this category.

	14.2 Pesto and other thick sauces Includes thick cooking sauces intended to be used in smaller quantities, e.g. pesto, stir fry sauces, etc.	250mg	0.6g	3g salt or 1.2g sodium (average)	Salt in pesto ranges from 2.3g salt per 100g to 5g salt per 100g. Current average is 3.5g so target figure is proposed at a level that is 20% reduction on this.
15. Biscuits	15.1 Sweet biscuits – unfilled Includes all unfilled sweet biscuits.	250mg	0.6g	0.7g salt or 280mg sodium (maximum)	Industry have indicated that a target of 0.6g salt isn't achievable. Current average level in products is approx. 0.8g salt (300mg sodium) per 100g. Industry have indicated that a 10-15% reduction may be possible to achieve. As a 15% reduction on the current average would take the target to the level previously indicated as not achievable, the target has been set at the level that is a 10% reduction.
	15.3 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)	Limited data available on which to base target. Target for sweet biscuits, unfilled has therefore been adopted.
	15.3 Savoury biscuits – unfilled Includes all unfilled savoury biscuits.	250mg	0.6g	1.3g salt or 500mg sodium (maximum)	Industry have indicated that a target of 0.6g salt isn't achievable. Current average level in products is approx. 1.5g salt (600mg sodium) per 100g ^(a) . Industry have indicated that a 10-15% reduction may be possible to achieve, hence the target set for this category. .
	15.4 Savoury biscuits – filled Includes all savoury biscuits with fillings.	250mg	0.6g	1.3g salt or 500mg sodium (maximum)	Limited data available on which to base target. Target for savoury biscuits, unfilled has therefore been adopted.
16. Pasta	16.1 Pasta excluding ready meals Includes dried, fresh, canned (including spaghetti hoops). Excludes stuffed pasta. Includes dried, fresh, frozen and canned noodles, except Pot Noodles and similar products.	78mg	0.2g	0.5g salt or 200mg sodium (maximum)	Target adopted from the FSA Salt Model Excludes Pot Noodle and similar products – these products may need separate targets.
17. Rice	17.1 Rice Includes flavoured dried rice, cooked rice, frozen cooked rice.	87mg	0.2g	0.2g salt or 87mg sodium (maximum)	Target adopted from the FSA Salt Model
18. Other cereals	18.1 Other cereals Includes flour, bran, papadums, yorkshire pudding.	300mg	0.8g	0.8g salt or 300mg sodium (maximum)	Target adopted from the FSA Salt Model
19 Processed pudding products	19.1 Processed pudding products Includes manufactured custard, jelly, instant dessert, rice pudding, trifle and cheesecake.	80mg	0.2g	0.2g salt or 80mg sodium (maximum)	Target adopted from the FSA Salt Model

20 Quiche	20.1 Quiche Excludes flans.	250mg	0.6g	0.6g salt or 250mg sodium (maximum)	Target adopted from the FSA Salt Model
21 Other processed egg products	21.1 Other processed egg products Includes scotch eggs and meringues. Excludes quiches.	300mg	0.8g	0.8g salt or 300mg sodium (maximum)	Target adopted from the FSA Salt Model
22 Canned fish	22.1 Canned fish Includes fish canned in oil, brine and tomato sauce.	300mg	0.8g	0.8g salt or 300mg sodium (maximum)	Target adopted from the FSA Salt Model
23 Other processed fish products	23.1 Other processed fish products Includes dried and pickled fish, fish pates and pastes. Excludes canned fish, fish ready meals and meal centres, smoked fish and canned anchovies.	650mg	1.65g	1.7g salt or 670mg sodium (maximum)	Target adopted from the FSA Salt Model Excludes smoked fish and canned anchovies – these products may need separate targets.
24 Canned vegetables	24.1 Canned vegetables Includes all canned vegetables and pulses.	50mg	0.13g	0.13g salt or 50mg sodium (maximum)	Target adopted from the FSA Salt Model
25 Processed vegetable based products	25.1 Processed vegetable based products Includes vegetable burgers unless takeaway, vegetable pies, vegetarian sausages and soya-based products. Excludes baked beans, ready meals, canned vegetables, meal centres, takeaways.	260mg	0.66g	0.7g salt or 280mg sodium (maximum)	Target adopted from the FSA Salt Model
26 Other processed potato products	26.1 Other processed potato products Includes instant potato products, waffles, croquettes, oven chips and hash browns.	100mg	0.25g	0.25g salt or 100mg sodium (maximum)	Target adopted from the FSA Salt Model
27 Beverages dry weight	27.1 Beverages dry weight e.g. drinking chocolate, horlicks. Excludes tea and coffee.	50mg	0.13g	0.13g salt or 50mg sodium (maximum)	Target adopted from the FSA Salt Model
28 Take away, meat based	28.1 Take away, meat based Includes curries, chinese dishes etc. Does not include beef burgers, pies.	250mg	0.6g	0.6g salt or 250mg sodium (maximum)	Target adopted from the FSA Salt Model
29 Take away, fish based	29.1 Take away, fish based Includes curries, chinese dishes etc.	200mg	0.5g	0.5g salt or 200mg sodium (maximum)	Target adopted from the FSA Salt Model
30 Take away, vegetable and potato based	30.1 Take away, vegetable and potato based Includes takeaway chips, curries, chinese dishes etc.	200mg	0.5g	0.5g salt or 200mg sodium (maximum)	Target adopted from the FSA Salt Model

(a) Current average level of salt for a product type is based on data held by the FSA. It is accepted that this dataset is not extensive.