

Retailers

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Lidl UK GmbH- Retail

Lidl UK is a European Retailer with over 500 outlets in the UK, offering both food and non-food items.

WORKING TOWARDS SALT REDUCTION TARGETS

We are currently working towards the 2012 targets and aim to meet these by the deadline for all product categories.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Many of our products already meet the 2010 targets and we are now working to meet the 2012 targets. As a company we understand the effects a high salt content diet has on health and as a result are not only looking at reducing the salt content of the 80 categories focused on by the FSA, but also looking at reducing the salt content across our entire product range.

WORK ON FUTURE SALT REDUCTION

We are working closely with our suppliers to develop lower salt recipes. We will continue to work towards reducing the salt content in our products and will follow the FSA targets closely to ensure that we are persistently working to the latest reviewed targets.

ADDITIONAL INFORMATION

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Musgrave Retail Partners GB

Musgrave own both the Londis and Budgens brands within the UK. All stores are independently owned by individual retailers and operate as franchises. There are 180 Budgens stores from convenience stores, petrol forecourts and large supermarkets. At present there are approximately 1800 Londis Stores

WORKING TOWARDS SALT REDUCTION TARGETS

Musgrave have been working towards the FSA's revised 2010 salt targets and are now reviewing every product category to determine the changes needed to meet the 2012 targets.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

- The Musgrave salt policy is to work towards meeting the FSA 2012 salt targets by the end of 2012.
- Musgrave has achieved the 2010 salt targets in 25 categories out of 40 that apply to the Budgens and Londis brand.

WORK ON FUTURE SALT REDUCTION

- Budgens and Londis have an intensive development plan for 2010 and 2011 so every product will be reviewed as and when it appears on the development plan.

ADDITIONAL INFORMATION

- Many of our own label products are manufactured using the same production line methods of other retailers, therefore we are often limited in any development work of our products as we have to wait until other retailers decide to redevelop their products.
- Many products that Budgens and Londis have, are jointly sourced and developed with Musgrave Retail Partners NI and Ireland (Centra and Supervalu). Difficulties in salt reduction arise when we are jointly sourcing products from Irish suppliers for both Ireland and Great Britain, as it appears that work on salt reduction in Ireland is slightly behind that of the UK.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Tesco Stores Ltd

Tesco is the UK market leader in grocery retailing with over 270,000 employees and 2,300 stores. Our main business activities are food retailing, non-food retailing and retailing services.

WORKING TOWARDS SALT REDUCTION TARGETS

Ninety eight percent of our products already meet the revised 2010 targets and because of our approach of setting average figures as maximum targets we are already 70% towards the 2012 targets.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

- Since 2006 we have removed over 3000 tonnes of salt from our own label products.
- 145 tonnes have been removed from our ready meals which are 10% below the FSA 2010 targets.
- 780 tonnes have been removed from the bakery category with our-pre packed bread meeting the 2010 targets back in 2009 and over 270 tonnes being removed as an ingredient in our own In store bakeries.
- In our meat category over 250 tonnes has been removed from bacon and a further 200 tonnes from sausages.

WORK ON FUTURE SALT REDUCTION

- All our own brand products will meet the revised 2010 targets by the end of the year.
- All New Product Development of our own brand products have targets set for salt to be the minimum required to meet safety and quality requirements

ADDITIONAL INFORMATION

- In areas where the sodium content is coming from sources other than salt the production methods as well as the recipe of a product will have to change to meet the 2012 targets.

Manufacturers

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION : AB World Foods

AB World Foods is a food manufacturer and distributor of ethnic foods primarily Indian, Asian and Caribbean and is part of the Associated British Foods, Grocery Group.

WORKING TOWARDS SALT REDUCTION TARGETS

We have almost fully met the revised 2010 guidelines in key areas and intend to meet 2012 targets where we do not do so already.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Our policy is to meet FSA guidelines wherever this is possible without a significant detrimental effect on product quality and commercial competitiveness, We have successfully removed 30 – 60% of the salt content from our leading products over the past 4 years.

Product Range	Number in Range	Number meeting new 2010 target	Number already meeting 2012 target	Number to be revised
Patak's Cooking Sauces in jars	15	15	14	1
Meena's Cooking Sauces in jars	5	5	2	3
Patak's Concentrated Cooking Sauces in Cans	6	6	6	0
Pataks Curry Pastes	22	22	21	1
Patak's Ethnic Breads	8	6	6	2
Blue Dragon Stir Fry Sauces in Sachets	16	16	13	3
Levi Roots Cooking Sauces in jars	4	4	2	2
Levi Roots Table Top Sauces (Brown)	3	3	3	0
Levi Roots Table Top Sauces (TK)	2	2	2	0

WORK ON FUTURE SALT REDUCTION

Our policy for new products is that they will all meet FSA guidelines and existing products that currently do not comply will be brought in line by 2012, wherever possible.

ADDITIONAL INFORMATION

There are some product groups, mainly catering sauces where we have not addressed the salt issues yet as the rate of sale is very low, we should have reviewed most of these by 2012.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Allied Bakeries

Allied Bakeries is a food manufacturer.

WORKING TOWARDS SALT REDUCTION TARGETS

Allied Bakeries continue to support the FSA's campaign to reduce salt intake in the diet. We have already reduced salt levels to meet the 2010 targets for all of our key branded products.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

- Allied Bakeries has already reduced salt levels to meet the 2010 targets for all of our key branded products.

WORK ON FUTURE SALT REDUCTION

- The 2012 targets are very challenging, as salt has a significant technological role in bread making, but we remain committed to continuing our research into ways to further reduce salt levels without impacting on the consistent high quality our consumers expect.

ADDITIONAL INFORMATION

- Salt plays a vital role in bread making: it not only affects the taste and texture of the bread, but also the process of dough formation, the fermentation process and keeping qualities

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Arla Foods

Arla Foods UK plc is a dairy producer and supplier to retail, food service and industrial organisations.

Arla is an international dairy company with a large UK division; producing milk, butter, yogurt, cream, fromage frais and various cheeses under its own brands and retail own label. Well known Arla Brands sold in the UK include Anchor, Lurpak, Yorkshire Butter, Cravendale, Lactofree, Apetina and Castello

WORKING TOWARDS SALT REDUCTION TARGETS

All butter and cheese products sold under Arla Brands in the UK were reviewed and where necessary reformulated by 2008 to achieve the original 2010 salt targets. Much work was also done to reduce salt levels in retail own brand butter and cheese products produced by Arla over the same timescale. New products developed since the launch of the original 2010 targets were within these voluntary target requirements.

Most products produced by Arla meet the revised 2010 targets but further reductions are not currently viable due to safety, quality or consumer acceptance issues.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

- Arla's salt reduction policy is to support government targets to reduce salt consumption through a gradual approach involving all relevant stakeholders; where this will benefit consumer health without compromising quality, safety, shelf life and where cost is not significantly increased
- Retail butter packs have been reduced from 2% salt to 1.7% salt; Flavoured soft cheeses have been reduced from 1.3% salt to 0.6% salt, whilst plain soft cheeses have been reduced from 0.8% to 0.6% salt.
- 118 tonnes of salt have been removed from Arla produced butters and spreads since 2000.
- Only the butter and soft cheese categories apply to Arla Foods and the initial 2010 targets have been met by all products in both categories.

WORK ON FUTURE SALT REDUCTION

- There are no imminent plans to conduct further salt reductions on butter or soft cheese, however Arla is agreeable to reviewing products for further changes in the future when the consumer is ready for/ seeking products with lower salt levels; providing that quality, cost and food safety are not compromised
- Arla Foods will start the production of cottage cheese in 2010 and these products have been developed to comply with the FSA's 2012 salt targets
- Arla new product development always takes health into account ; considering 2010 salt targets (2012 where practical) , saturated fat, realistic portion size, energy value also added sugar; whilst recognising consumer demands for indulgent treats on occasions too. Consumer taste preference is however crucial

ADDITIONAL INFORMATION

- To reduce the salt in Mozzarella, below a 'maximum' target level of 1.5g salt per 100g, could affect the potential quality and create food safety issues.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Bernard Matthews Farms

Bernard Matthews is the UK's largest farmer of turkeys and producer of turkey products.

WORKING TOWARDS SALT REDUCTION TARGETS

Committed since 2004 to achieve FSA targets wherever feasible.

- Meat Products Category – 100% achieved 2010 original targets; working towards revised 2010 targets by end 2010 subject to technological and organoleptic constraints.
- Meal Centre ,Coated Category – 90% achieved original 2010 target; working towards revised 2010 targets by end 2010 subject to technological and organoleptic constraints.
- Meal Centre, Other Category – Original and revised 2010 targets met or exceeded across the range, excepting product which incorporates bacon. Working towards 2012 target across this range wherever feasible.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

- From when the Salt campaign was first launched in 2004 Bernard Matthew's has actively supported the policy objective to improve dietary health and reduce incidence of chronic disease. In addition to better and more informative on pack labelling together with colour coded 'traffic light' nutrition and GDA labelling the company has also worked diligently to reduce levels of salt wherever possible.
- For instance, without compromising on taste, the salt level in 100% of our cooked meats met or exceeded the original 2010 targets.
- The new targets now present a considerable challenge, especially in respect to technological constraints concerning product safety and consumer acceptance.
- Bernard Matthew's will continue to work as closely as possible to the new targets but within the constraints of complete product safety with the given shelf life and also consumer acceptance of organoleptic quality.
- Meal Centre – Coated Products – Since 2005 have achieved 30-50% reduction in salt.
- Fifty of our traditional meal centre products, eg turkey breast roasts, have already exceeded 2012 targets.

WORK ON FUTURE SALT REDUCTION

- We will continue to deliver salt reduction wherever possible given the constraints of product safety and consumer acceptance.
- All new product development briefs include the 2012 targets.
- An action plan for the reduction or removal of salt is followed for both new development and review of existing products.

ADDITIONAL INFORMATION

- We continue to work in innovative ways with natural flavourings and ingredients to produce great tasting products whilst allowing reduction in salt.
- Innovative packaging and techniques contribute to enhanced food safety and shelf life without the need to rely on traditional salt preservative.
- Clear front of pack nutritional labelling on all products helps consumers to make informed choices and construct a well balanced diet.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Burton's Foods

Burton's Foods Limited is a private limited business baking biscuits for its own brands; as well as under licence and for high street retailer brand labels.

The business primarily manufactures sweet baked snacks including much loved UK biscuit brands: Cadbury Fingers, Jammie Dodgers, Maryland and Wagon Wheels.

WORKING TOWARDS SALT REDUCTION TARGETS

Burton's Foods fully supports the FSA's salt campaign. The business has reduced salt across its range of products and remains committed to providing consumers with full nutritional information about all its products in order for them to make informed choices about the food they buy.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Burton's Foods remains committed to reducing salt (sodium equivalent) in its products.

As of 1st January 2010 - 90% of products fall within the FSA's original salt targets as an average.

Burton's now adds very little salt to its recipes, and the majority of the sodium within products comes from the residual of the traditional raising agents used such as baking powder.

The business continues to evaluate ways to work towards the new challenges set by the FSA to lower salt levels even further, where this will not compromise the taste of the product.

- The equivalent salt level in the number one children's biscuit brand Jammie Dodgers has been reduced by 25% since 2000 (from 200mg/100g to 150mg/100g).
- Since 2000 – Burton's Foods has reduced the salt level by over 25% from 400mg/ 100g to on average 300mg per 100g in traditional all butter shortbread.
- In total Burton's estimates that it has removed over 200 tonnes (20%) of equivalent salt from its portfolio since 2005.
- 95% of sweet filled biscuits and 98% of sweet unfilled biscuits are already under the 2012 maximum category targets.
- 85% of biscuits already meet the FSA 2010 average targets and 55% meet the average 2012 target.

WORK ON FUTURE SALT REDUCTION

In the three categories that apply to Burton's baked products, 90% already meet the 2010 average targets and 97% are below the 2012 maximum targets.

Burton's Foods has pledged support for the 2012 targets and aims to have the majority of its products at or below the average category targets. It also aims to have as few products as is technically possible at or near the maximum category level by the end of 2012.

- Due to the significant changes in the FSA targets on sweet unfilled biscuits from 2010 to 2012 (a further reduction of 35% on top of a previous reductions has already taken place) the majority of Burton's development work will be within this category as a priority. We anticipate that approximately 100 recipes are to be investigated further and many more packs to change.
- The aim is for all new product development to incorporate the new 2012 salt targets where technically possible.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Dairy Crest Ltd

Dairy and spreadable fats manufacturer – 3 sites in the UK producing butters and spreads, 2 sites manufacturing cheddar, reduced fat cheese.

WORKING TOWARDS SALT REDUCTION TARGETS

Dairy Crest are currently investigating potential ways in which they can work towards the FSA 2010 targets for Cheddar and reduced fat cheddar (4.1), salted butter (5.1.2), regional butter (5.1.1), fat spreads (6.1).

Cheddar and reduced fat cheese – current average salt content close to FSA's revised 2010 targets

Butters and fat spreads – extensive work required to meet FSA's revised 2010 salt targets.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Dairy Crest's work on salt reduction includes:

- Monitoring current salt contents within manufacturing sites to evaluate our initial position
- Process control improvement
- Consumer preference studies on reduced salt versions of current products
- Evaluating microbiological and technical stability consequences from reducing salt levels
- Microbiological challenge testing and shelf life studies of reduced salt versions
- New Product Development work - 14 salt reduction options considered for salt reduction in butters and spreads

WORK ON FUTURE SALT REDUCTION

- Investigate options to overcome microbiological safety, technical instability and consumer preference issues that arise from salt reduction in fat spreads
- Work looking at the use of alternative salts and flavouring options.

ADDITIONAL INFORMATION

- Results from consumer preference research show that lower salt options never have higher preference scores
- Reducing sodium to meet FSA guidelines in isolation has a dramatic impact on overall shelf life due to potential growth of *Listeria* spp. The FSA / Campden study on *Listeria* in butter is applicable to some of our spread products as they are churned like butter as opposed to scrape surface manufactured like the majority of other spreads on the market. Additionally spreads have a higher moisture content than butter and therefore the salt in moisture level is already lower than butter.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Findus Group – Young's Seafoods

Manufacturer of added value chilled and frozen seafood products

WORKING TOWARDS SALT REDUCTION TARGETS

Working towards 2010 before moving to 2012 targets

STATEMENT ON WORK ON SALT REDUCTION TO DATE

- Range comprises of 12 coated fish products and 6 fish meals. Ten of the coated fish products meet the 2010 target and two do not (sit at 0.9g Salt/100g as sold.) Of the ten that meet 2010 targets, two of them are already in line with 2012 targets. Of the 6 fish meals, 5 already meet the salt target for 2012 and the 1 meets the 2010 salt target.

WORK ON FUTURE SALT REDUCTION

- The 2 coated fish products outstanding will achieve 2010 compliance by September 2010.
- For 2012 targets, a programme of further salt reduction is being initiated during 2010.
- Young's lobbied against the proposed 2012 target of 250mg/100g (from 300 mg/100g), due to technical difficulties in achieving particularly where sodium based raising agents are used.

ADDITIONAL INFORMATION

- The key issue facing formal salt reduction in coated fish is the naturally occurring salt present in the raw material and also other compounds present in coatings that contain sodium and therefore, potentially are declared as salt. Most raising agents present in breadcrumb and batters are sodium based.
- For Surimi* style products, salt serves a functional process to solubilise proteins to form the required gel. To hit 0.6g/100g would require a change to the total process and formulation of this product.
- Young's are mindful and on the whole supportive of the FSA's salt targets, but we also consider the salt per portion in context of the 6g GDA, which in some cases is felt to be more relevant than per 100g.

* Suirimi is a processed fish product, manufactured primarily in the far East. It is used to make "Crab" and "Seafood" sticks as well as other fish analogues.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: General Mills UK Ltd
(affiliate of General Mills Inc)

General Mills is a manufacturer of Brands such as Haagen Dazs, Old El Paso, Nature Valley, Jus Rol, Pillsbury, Betty Crocker, Green Giant & Wanchai Ferry.

WORKING TOWARDS SALT REDUCTION TARGETS

General Mills brands are actively working towards the FSA's salt targets for 2012.

Many products within our portfolio already meet the 2012 targets outlined. For those products where levels are above the targets, we are committed to reduce salt level further where technically feasible & acceptable to consumers.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

General Mills has a long history of 'Nourishing Lives' and is one of only eight Global food companies who, in 2008, made a public commitment to support the efforts of the World Health Organisation (WHO) as it seeks to deliver the WHO Global Strategy on Diet, Physical Activity and Health (2004).

We have been working for many years to improve the nutrient profile of our foods. As a result, more than 3,500 tonnes salt* has been removed from the diets of European consumers to date.

*Sodium from all sources, expressed as salt

WORK ON FUTURE SALT REDUCTION

General Mills continues to work towards the challenging 2012 salt targets. We are committed to reducing salt levels further, where technically feasible & acceptable to our consumers.

ADDITIONAL INFORMATION

Harmonisation: As an EU food manufacturer, we encourage collaboration with the EU Commission and the development of guidance relevant to all EU countries.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: H.J. Heinz Company Ltd

Manufacturer of canned foods, frozen meals and desserts, condiments and sauces, baby food and foodservice goods. Brands include Heinz, Weight Watchers from Heinz (WWfH), Amoy, Aunt Bessie's* (Potato products), Daddies and Lea & Perrin's

*Aunt Bessie's Potato Products are produced by Heinz under licence from Aunt Bessie's Ltd, owner of the Aunt Bessie's brand and registered trade marks.

WORKING TOWARDS SALT REDUCTION TARGETS

Heinz has been working toward the FSA 2010 (revised) targets. We have already met these targets in a number of categories including Soups, Canned Pasta, Mayonnaise, WWfH Ready Meals, Pizzas and Pies, Frozen Potato Products and Amoy Cooking Sauces and plan for any remaining categories to meet them by the end of 2010. Heinz is also already working towards 2012 targets to be reached by the end of 2012.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Heinz is moving stepwise to the revised 2010 FSA targets with the aim of achieving full compliance by the end of calendar year 2010. New Product Development will not increase the category average sodium/salt content above the FSA category average target.

Since 2003 our canning factory in Wigan has reduced salt deliveries by 35%, amounting to over 1400 tons, reflecting the extent of salt reduction that has recently taken place.

Salt Target Categories

- **1.4.3 Pies:** WWfH frozen pies were developed to meet FSA 2012 targets
- **7.1 Baked beans in tomato sauce without accompaniments:** Salt levels in Heinz Beanz have been reduced by 32% since 1997 and will meet the target before the 2010 deadline; Heinz flavoured Beanz already meet FSA 2010 target with the exception of BBQ Beanz.
- **7.2 Baked beans with accompaniments:** Beans and sausages salt levels have been reduced by 34% since 1997; All Beans with accompaniments meet the FSA 2010 target and Beans with Spicy Sausages/Meatballs meet FSA 2012 target.
- **7.2 Canned pasta with accompaniments:** Salt levels in Spaghetti with sausages have been reduced by 44% since 1997 and Kids Pasta with Mini Sausages salt levels have been reduced by 58% since 1997. Pasta meals (Ravioli, Macaroni Cheese, Spaghetti Bolognese) have seen an average salt reduction of 30% since 1997. All pasta with accompaniments meet the FSA 2010 target, Kids Pasta with Mini Sausages meet the FSA 2012 target
- **8.1 & 8.3 Ready Meals:** WWfH frozen ready meals have always been carefully formulated to not provide excessive amounts of salt. As a result of this the entire range of meals is already within FSA 2012 targets.
- **9.2 "Wet" soups:** Salt levels in Heinz Soups have been reduced by an average of 39% since 1997 and the whole range meets the FSA 2010 target average.
- **10.1 & 10.2 Pizzas:** WWfH frozen pizza slices are already within the FSA 2012 targets.

- **14.1 Tomato ketchup:** A new Standard recipe has been launched that is 29% lower in salt and meets FSA 2010 (revised) target and will be rolled-out in the various size formats throughout 2010; Reduced Salt and Sugar (RSS) Tomato Ketchup recipe meets FSA 2010 target; New product launches of Heinz Twisted Ketchup (3 varieties) all meet FSA 2010 target.
- **14.2 Brown sauce:** We have launched a RSS HP Sauce that meets the FSA 2010 target.
- **14.4.1 Mayonnaise (not reduced fat/calorie):** Heinz Mayonnaise and Light Mayonnaise are within 2010 target
- **15.2 Pesto and other thick sauces:** The range of Amoy Stir Fry sauces has had an average 22% reduction in salt in 2009 and all are now within FSA 2010 target.
- **17.1 Pasta and noodles, plain and flavoured:** Spaghetti in Tomato Sauce has had its salt content reduced by over 45% since 1997 and meets FSA 2010 target. Spaghetti Hoops and Kids Pasta Shapes have had salt content reduced by 63% since 1997 and meet FSA 2012 target.
- **26.2 Other processed potato products:** WWfH and Aunt Bessie's frozen potato products are already within the FSA 2012 targets. Of the 20 applicable categories, Heinz currently meets at least the 2010 target in 15 categories (75%).

WORK ON FUTURE SALT REDUCTION

Heinz will continue our commitment to salt reduction across all our products, while still delivering the same great Heinz taste. Planned future activity includes:

- Heinz Banz, BBQ Banz and Heinz Snap Pot Banz will meet FSA 2010 target in 2010
- New product launches of canned pasta with accompaniments will meet FSA 2012 target.
- Heinz plans to gradually reduce the average salt content of its Soups range to meet FSA 2012 targets during 2011
- Heinz Salad Cream recipe is being developed for research to meet the 2010 target.
- Some Amoy Foodservice Sauces will have lower salt levels in 2010.
- WWfH Spaghetti will meet FSA 2012 target in 2010; Heinz Spaghetti in Tomato Sauce will meet FSA 2012 target in 2011

ADDITIONAL INFORMATION

Technical difficulties that have prevented targets being met:

- Amoy thick cooking sauces and pastes – we have looked at reducing salt in thick pastes, but below a certain level of salt the pastes are no longer stable and present an increased risk of microbial growth. It is possible that the products can be stabilised by altering the pH and this is currently being investigated, however the increased acidity of the product may result in unpalatable product.
- Within the tomato ketchup category the main barriers to salt reduction have been stability and consumer acceptance whilst maintaining the Heinz policy to avoid unnecessary 'fillers' and to appeal to all consumers of Heinz Tomato Ketchup across Europe.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Kellogg's Sales & Marketing UK

Manufacturer of ready to eat breakfast cereals

WORKING TOWARDS SALT REDUCTION TARGETS

Kellogg's is working as part of the Association of Cereal Food Manufacturers to achieve the FSA overall sales weighted category target for breakfast cereals for 2010. So far a committed reduction programme has achieved a 44% reduction in salt from 1998 to 2008.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Kellogg's shares the FSA's objective of reducing the average population salt intakes to not more than 6g/day – we agree it's an important public health measure.

Breakfast cereals make only a *very marginal contribution* to salt intakes (less than 5% - National Diet and Nutrition Survey, 2003) and the amount of salt in people's shopping baskets (2.8% TNS World Panel Data 2009). Therefore, consumers can rest assured that when they choose breakfast cereals for breakfast they're making a sound choice about how they start the day.

Even though the contributions to the nations diets from breakfast cereals is low, Kellogg's continues to drive and invest in an active salt reduction programme – a programme which is now in its 12th year. We've taken more than 1200 tonnes of salt out of our products*.

During this time, a wide range of Kellogg's' popular cereal brands have been, often repeatedly, reformulated. These include some of our most iconic and popular products such as Kellogg's Special K, Kellogg's Bran Flakes and Kellogg's Rice Krispies. It's important to remember that, by lowering salt in products such as Kellogg's Rice Krispies we're also lowering salt in cereal and snacks products which use this as their base (eg: Kellogg's Rice Krispie Squares Snack Bars, Kellogg's Coco Pops cereals and bars and Kellogg's Ricicles). Indeed, for many of Kellogg's cereals this has meant reductions by as much as 50%, whilst meeting the high taste expectations of our consumers.

This is work that not only makes a difference to the products sold in the UK but, as we manufacture for other countries here in the UK, it also means salt levels have been lowered for cereals sold across Europe.

*in 2007 compared to 1998

WORK ON FUTURE SALT REDUCTION

Kellogg's continually challenges the salt content of all of its products as part of a wider commitment to provide nutritious and enjoyable foods to help our consumers to follow a healthy balanced diet and active lifestyle. Where we make reductions we do so gradually – taking our consumers' palates with us and ensuring they don't abandon a breakfast of cereals and milk which is rich in vitamins and minerals. We have been making good progress on further reducing key cereal brands within 2010 and we will announce more details on these projects throughout the year. However, that would mean none of our key brands (such as Kellogg's Special K and Kellogg's Rice Krispies) would be considered "High" (therefore "Red" according to the Food Standards Agency's Traffic Light front of pack labelling system) in salt.

ADDITIONAL INFORMATION

A key challenge is reducing salt levels whilst meeting consumers' taste expectations so the many health benefits of starting the day with breakfast cereal consumption is not undermined and consumers switch to less healthy breakfast options or, even worse, skip breakfast entirely. Breakfast cereals make a very significant contribution to our intake of key vitamins and minerals. For example 40% of our Iron and 20% of our B-vitamins intakes come from eating breakfast cereal. In addition, 40% of all the milk consumed in the UK comes from the morning bowl of cereals. Breakfast cereals are also typically low in fat, low in saturated fat and are a source of fibre and we know from research that that people who eat breakfast cereals tend to be slimmer than those who don't.

Kellogg's has also helped to lead the way in clearer nutritional labelling via the use of Guideline Daily Amounts (GDAs). The GDA labels that are now available on many cereal brands enable consumers to clearly note the levels of salt and other nutrients that are contained in a suggested portion. The label also allows people to make easy comparisons within the breakfast category and ensures they are able to monitor their nutrient intake and remain within the recommended 6g of salt as part of their daily diet.

The EU project, FLABEL (Food Labelling to Advance Better Education for Life) has recently announced British breakfast cereals as the best food category in Europe for providing clear nutrition communication to consumers on packaging.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Kerry Foods

Kerry Foods is a manufacturer of chilled food products for the UK such as added value meat and meat products, natural cheese and spreads (branded).

WORKING TOWARDS SALT REDUCTION TARGETS

We will meet the original 2010 targets in the vast majority of product categories if not already done so during 2010. We will continue to work on salt reduction, as feasible as well as working proactively with retail customers to support and deliver individual salt reduction plans.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Kerry Foods are committed to salt reduction and remain supportive of the Government's initiative to reduce salt to an acceptable level.

Product category information:

Eight out of 10 categories are on course to meet original 2010 targets by the deadline.

- **SAUSAGES:** Salt levels in sausage brands have been reduced by between 5% and 44% since 1999 which accounts for 180 tonnes of salt have being removed. All sausage brands will meet the 2010 target by the 2010 deadline.
- **BACON:** Currently meet original 2010 target of 3.5g salt/100g (average)
- **MEAT PIES:** Current average salt level for this category is 1.3g of salt/100g. All meat pies will meet original 2010 targets by the deadline.
- **CURED MEATS:** Salt levels have been reduced by 9% since 2005 which accounts for 9 tonnes of salt being removed from this category since 2006. The current average salt level for cured meats is 2.1g/100g and have therefore achieved the 2010 targets for this category.
- **COOKED UNCURED MEATS:** Cooked uncured meats will meet original 2010 targets by the deadline.
- **SPREADS:** Have surpassed original 2010 targets for this category (currently meet 2012 salt targets).
- **NATURAL CHEESE:** Salt levels have been reduced by 13% since 2002.

WORK ON FUTURE SALT REDUCTION

We will continue to work on salt reduction in product categories, as feasible.

ADDITIONAL INFORMATION

Kerry Foods remain committed to salt reduction. However, we would have a number of concerns with regard to the revised 2010 and 2012 salt targets. These concerns include food safety, consumer acceptance, shelf life & the need to address salt content of foods sold through food service sector, imports & salt addition in the home.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Kraft Foods UK & Ireland

Kraft Food are a manufacturing company producing products such as cheese, coffee, chocolate and biscuits

Approximately 1500 people are employed by Kraft Foods UK & Ireland at key locations in Cheltenham (HQ) and Banbury (coffee manufacture, R&D)

Major brands include Philadelphia, Dairylea, Kenco, Carte Noire, Terry's Chocolate Orange, Toblerone, Oreo, Ritz, Mikado

WORKING TOWARDS SALT REDUCTION TARGETS

At Kraft Foods, we aim to make delicious foods our consumers can feel good about. We support public health objectives to reduce sodium intake in the overall diet.

We are aware of the FSA salt targets for 2010 and 2012 and we will continue to reformulate existing products where we can and bring to market new products with improved nutritional characteristics, including lower sodium. Our goal is to make meaningful changes without sacrificing taste, quality or food safety.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

- As part of our global commitment to the World Health Organisation, we continue to reformulate existing products and bring to market new products with improved nutritional characteristics, including lower salt
- Additionally, we have made a commitment to the FSA to evaluate lower sodium alternatives within all of our quality improvement programmes in our cheese category. This ensures that we are regularly trying lower sodium products with consumers and that reductions will go into market as soon as they test positively.
- One example of such commitment is that ever since the Dairylea reformulation programme began in 2002, the salt content has been reduced by one third across the range.
- Globally, Kraft Foods has invested over \$20m in worldwide research and development over several years to reduce sodium in its products.
- Additionally, Kraft Foods works in conjunction with other responsible organisations to promote consistent messages about healthy lifestyles.

WORK ON FUTURE SALT REDUCTION

- Kraft Foods continues to search for further improvements in existing products and new product development.
- The biscuit category in Europe is relatively newly formed and only recently integrated into our business structures. In particular there has been very limited business in the UK. For these reasons, the brands do not have the same history of sodium reduction as those in our cheese category, for example. An area of potential is the strong culture and heritage of health and wellbeing in our new European biscuit business which has a track-record of driving nutrition improvements among its products, such as removing trans fats, reducing saturated fat, reducing calories and increasing grains, but up until now has not necessarily focussed on sodium reduction.
- Across our biscuits category, an approach to salt reduction on our biscuit brands is being devised. It will take some time to make progress but we look forward to updating the FSA in due course.

- The existing 2010 targets are challenging and in some instances have been met; however, there is no evidence to show that the new targets – in particular those for 2012 - are technically achievable or acceptable to consumers.
- It is vital that consumers continue to love the taste of our products. Philadelphia is a reduced salt option within the cheese category and compared to other sandwich fillings such as processed meat; imposing across the board salt reduction may prompt consumers to choose higher salt alternatives if they no longer accept the taste. However, we will continue to look for opportunities with Philadelphia.

ADDITIONAL INFORMATION

- Our approach to sodium reduction is grounded in business experience. At times we have pushed consumer acceptance too far. In 2007 our DairyLea Stripcheese product was relaunched with a new recipe. This involved a 21% fat reduction, 24% less saturated fat and 18% less salt. As a result of the change to the recipe, taste related consumer complaints soared with people commenting that the products had become brittle and tasteless. Sales also dipped. For the moment therefore, we have had to return to the original recipe, but work continues to discover the best way to improve nutrition while retaining taste and product integrity.
- We are still looking at other technical avenues to reduce sodium. For example, our research teams have looked in some detail at taking sodium-based emulsifiers out of our cheeses and replacing them with potassium-based equivalents. However, this results in a soapy, bitter and almost metallic aftertaste.
- We will continue our salt reduction journey by consistently including a lower sodium variant in every quality improvement test that we run on our cheese brands, to make sure we remain in line with consumer acceptance.
- Kraft Foods was one of the first companies to adopt voluntary Front of Pack nutrition labelling and believes that providing easy to understand nutrition information helps consumers to make more informed choices.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Mars Food UK Ltd

Mars Food UK Ltd is one of the UK's leading producers of quality main meal products. We make some of the UK's most popular and well-loved products from our trusted brands Dolmio, Uncle Ben's and Seeds of Change.

WORKING TOWARDS SALT REDUCTION TARGETS

At Mars Food UK, we have an ongoing salt reduction programme across our portfolio of main meal products and have worked in association with industry and the FSA for many years. Ninety three percent of our products already meet the 2010 voluntary salt targets with the aim for our entire portfolio to meet the 2010 targets later this year. We are now focussed on working towards the 2012 targets and 46% of our pasta sauces already meet the 2012 targets.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

At Mars Food UK, we have an ongoing salt reduction programme across our portfolio of main meal products. To date, we have successfully achieved a salt reduction of up to 44% in our Dolmio, Uncle Ben's and Seeds of Change Sauces, with 95% meeting the 2010 targets. We have also worked hard to achieve a salt reduction of up to 56% in our Uncle Ben's Express Rice, with 95% meeting the 2010 targets. 100% of our pasta and dry rice meet the 2010 targets.

WORK ON FUTURE SALT REDUCTION

Mars Food UK continues to be focussed on working towards the 2012 target without compromising the great taste our consumers expect from our brands. We have made excellent progress to date and reducing salt is an integral part of all our New Product Development and reformulation programmes.

We already meet the 2012 targets for our pasta and dry rice and our aim is to achieve the 2012 targets for our pasta sauces. We are proud that 46% of our pasta sauces already meet the 2012 targets.

Further reducing salt levels in our Uncle Ben's Express Rice presents a challenge and whilst we are committed to working towards the 2012 targets, we do not consider it feasible to meet the targets within the given timescale.

ADDITIONAL INFORMATION

Mars Food UK is committed to working towards the 2012 targets without compromising the great taste our consumers expect from our brands. Along with considerable investment in our New Product Development and reformulation programmes, we continue to use 'taste panels' and consumer feedback to ensure we achieve our goals.

Mars Food UK are also committed to providing nutritional information to help consumers make informed choices and this includes clear nutritional signposting via Guideline Daily Amounts (GDAs) on the front of pack.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: McCain Foods (GB) Limited

The UK division of McCain Foods Ltd Canada, manufacturers of frozen potato products, (French fries/chips, potato specialities), frozen pizzas, appetizers and vegetable products, at five manufacturing sites in the UK

WORKING TOWARDS SALT REDUCTION TARGETS

Our company is working towards the FSA's salt targets for 2012 and we plan to meet these targets before the deadline for all product categories

STATEMENT ON WORK ON SALT REDUCTION TO DATE

- Over the last few years we have worked constantly to reformulate existing products and develop new ones that meet the FSA salt targets. We regularly review our product range to ensure that we are meeting these targets as well as providing products that our consumers will continue to enjoy.
- In our specific food category the average salt content of McCain products has been reduced from 247 mg of sodium/100g of product to 195 mg/100g, since reformulation work began in 2001. Based on 2009 sales levels of the products in this category, approximately 1600 tonnes of salt has been taken out of the UK diet since 2001.
- Our products have already met the interim 2010 targets and we continue to work closely with government, our consumers and other interested stakeholders to meet the 2012 targets.

WORK ON FUTURE SALT REDUCTION

- We aim to achieve the remaining 2012 maximum target for our specific food category by 2011
- We have launched and will continue to launch new products which not only meet but better the salt targets for products in this category. Examples are Rustic Oven Chips and Potato Footballs.

ADDITIONAL INFORMATION

- Our Innovations Department are constantly striving to overcome the technical difficulties of redeveloping existing favourites and creating new products which meet or exceed the salt targets, while still delivering the natural flavour profiles our customers expect.
- A good example is our Simply Potato range of products, developed to meet the challenging School Food Standards, which contain no added salt or fat.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Nestlé UK

Nestlé UK and Ireland is a subsidiary of Nestlé SA, the world's foremost nutrition, health and wellness company www.nestle.com.

Nestlé employs almost 7,000 people across 23 sites in the UK and Ireland. The company is structured into Nestlé UK Ltd (food and beverage, confectionery and Nestlé Nutrition), Nestlé Ireland, Nestlé Purina Petcare, Nestlé Waters, Cereal Partners UK (a joint venture with General Mills) and Lactalis–Nestlé Chilled Dairy Company Ltd (a joint venture with Lactalis).

WORKING TOWARDS SALT REDUCTION TARGETS

Many Nestlé products already meet the FSA 2012 salt targets and the majority of products in categories sold in retail outlets also meet the 2010 salt targets.

Reformulation work is currently being undertaken in products that already meet the original 2010 targets and where the revisions of the targets mean they will not meet the 2012 targets unless reformulated.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Nestlé has been reducing salt in its products since 1998 and since April 2005 we have had a global salt reduction policy, requiring 25% sodium reduction over 5 years. Up to December 2008, Nestlé globally had reduced more than 7000 metric tons of sodium (15 million pounds of salt) from our products.

Product Specific Sodium Reductions:

- The majority of Nestlé products were labelled with salt equivalents by early 2006.
- Herta Pork Chilled Frankfurters - 10% reduction (2008).
- Nestlé Professional Maggi dried soups - 26% average reduction (2006)
- Nestlé Professional Bouillons - 25% average reduction (2006).

Nestlé Cereals 2004 - 2008 :

- Shreddies - 15% sodium reduction in 2007 following earlier reductions of 33%
- Multigrain Cheerios -18% sodium reduction
- Nesquik cereal - 28% sodium reduction
- Honey Nut Cheerios - 35% sodium reduction
- Shredded Wheat products, (including Bitesize SW, Honey Nut SW, and SW Fruitful) contain no added salt and only contain trace levels of sodium.

All Nestlé retail beverages meet the original 2010 salt targets

All Nestlé chocolate biscuit bars meet the original 2010 and 2012 salt targets,

WORK ON FUTURE SALT REDUCTION

Nestlé is currently carrying out reformulation work across the majority of our product categories. The 2012 salt targets are incorporated within product reformulation briefs.

ADDITIONAL INFORMATION

1. Food safety is, as it should be, industry's top concern. Great care should be taken in setting and implementing targets so as to ensure food safety is not compromised.
2. Food safety cannot be the only criteria for salt targets as the make-up and palatability of reduced salt foods must also be acceptable to consumers in order to ensure reductions are not counterproductive.
3. Salt reductions should not be seen in isolation, as there are also pressures to use fewer additives and to reduce sugar, saturated fat and fat content and portion sizes. It may not be possible to make all of these changes within food categories simultaneously.
4. The FSA needs to carefully consider levels of salt in imported products when deciding on targets and time frames for further salt reductions. If European member states were to implement salt reduction initiatives, this would be a powerful enabler for companies such as Nestlé UK to implement further salt reductions in all Nestlé products sold in the UK.
5. Nestlé encourages the FSA to ensure consistency across all UK nutrient and food based targets. As a large business, it is time consuming keeping up to date with all of the targets being set, alongside nutrient profiling in the UK and Europe. It is extremely difficult trying to manage the implementation and implications of all of these activities and inconsistencies make it more difficult.
6. Priority for salt reduction in Nestlé products is given to products that make up a large part of the daily food intake (snacks, soups, and ready-made meals). Products such as seasonings, which are only used in very small quantities, will be given secondary consideration.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: PepsiCo

PepsiCo's products in the UK include Walkers crisps and snacks and Quaker cereals as well as a range of beverage brands including Tropicana, Copella and Pepsi Cola.

WORKING TOWARDS SALT REDUCTION TARGETS

Our goal is to offer great tasting foods and beverages for a wide spectrum of needs and tastes and to make our products as healthy as possible, without compromising on taste. These aims are central to our vision as a company, which is set out in our sustainability report, 'Performance with Purpose'. Our efforts are focused on:

- reformulating our existing products
- launching new products that deliver significant amounts of (e.g.) fruit and wholegrains
- labelling our products to make choosing a balanced diet easier.

We are proud of the progress we have made to date, and will continue to develop our products to meet changing consumer needs and interests. A number of our snacks and cereals already meet the FSA's targets for 2010 and some meet those for 2012. We will continue to work towards achieving these challenging targets across our portfolio.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

As a company we have an ongoing commitment to use minimum sodium/salt in new product launches without compromising taste. Since 2003 we have invested over £20 million in research and development to reduce the salt/sodium and saturated fat in our products. All of our seasoning suppliers are instructed to use the minimum levels of salt possible. Between 2005-2008 we have made reductions of 25-55% across our portfolio. Examples include:

- Relaunching Walkers standard crisps and Walkers Lights with 25% less sodium (excluding Ready Salted which was already lower in salt)
- Relaunching Quavers, Monster Munch, Wotsits, French Fries and Squares with 25-55% less sodium
- Relaunching Sensations crisps with 40% less sodium

In addition we have launched new products including Walkers Baked, Red Sky crisps with levels of sodium that are either consistent or lower than our reformulated products.

Most recently in 2009 we made further reductions to levels of sodium in Walkers crisps, Walkers Baked and Sensations, lowering levels by 10%, removing the equivalent of 150 tonnes of salt, on an annualised basis, from the UK diet.

Overall we estimate that we have removed the equivalent of 2,550 tonnes of salt from the British diet between 2005 and the end of 2009.

In all of our Quaker breakfast cereals the level of sodium is at or below the average target for 2010 and below the maximum target for 2012.

WORK ON FUTURE SALT REDUCTION

We are proud of our achievements to date and continue to work towards meeting or exceeding the Agency's challenging salt targets across our portfolio of existing products as well as for new ones. This includes continued investments in research and development to identify the technical solutions to achieve further significant reductions.

ADDITIONAL INFORMATION

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Premier Foods

Premier Foods is the UK's largest food manufacturer. We have around 70 manufacturing sites and our portfolio includes an array of great brands, many of which are market leaders and household favourites. Our branded range includes bread, cakes, baking products, spreads and preserves, convenience foods, desserts, meat free foods, cooking sauces, stocks, gravies, pies, pickles, condiments, table sauces, salt, stuffings, Asian ingredients and accompaniments.

In addition to our branded range, we supply over £1 billion of retailer branded food products to Britain's top food retailers. This includes Marks and Spencers, the big four supermarkets and other major chains and convenience stores. We also manufacture hundreds of products for the Foodservice industry.

WORKING TOWARDS SALT REDUCTION TARGETS

Controlling salt levels in products remains one of our key parameters in innovation and reformulation work.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Premier Foods have removed more than 700 tonnes of salt from the UK diet since 2003 and have actively engaged with FSA on this topic since that date. Many of our products already meet the original 2010 salt targets ahead of the deadline.

Batchelors

- We have reduced salt by at least 25% in all Batchelors condensed soup products
- All Cup-a-soup varieties comply with 2010 FSA salt targets
- Wholegrain pasta n'sauce range complies with FSA 2010 FSA salt targets
- All Beanfeast varieties comply with 2010 FSA salt targets
- The Supernoodles range has been reduced in salt by an average of 35% since 2006
- All Supernoodles To Go varieties comply with FSA 2010 salt targets

Bisto

- Bisto instant sauces range has reduced salt by average of 16% and now meets FSA guidelines for 2010.

Cauldron

- Sodium has been reduced from 0.8% to 0.4% in Cauldron vegetarian sausages and meet the 2010 salt target

Crosse & Blackwell 4 Kids range meets the 2010 targets

Fray Bentos pies meet the 2010 targets

Homepride

- All Homepride sauces meet the 2010 salt targets.

Hovis

- All Hovis products meet the FSA 2010 salt targets

Loyd Grossman

- Loyd Grossman's range of Italian sauces have been carefully reviewed to reduce salt whilst retaining their distinctive flavour. The range as a total already met the required levels, but now every product will be under the FSA salt targets ahead of the 2010 deadline.
- Loyd Grossman Thai curry sauces have been reduced by an average of 50% ahead of the 2010 requirements and meet the 2010 targets

Lyons cakes meet the 2010 targets

Mr Kipling cakes meet the 2010 targets

Oxo

- We have launched a reduced salt version of Oxo

Sharwoods

- Sharwoods chutneys all meet the FSA 2010 salt targets
- Sharwoods stir fry sauces all meet the FSA 2010 salt targets
- Thai Red Curry, Thai Green Curry and Black Bean cooking sauces meet the FSA 2010 salt targets.
- Sharwoods dry noodles have been redeveloped to meet the FSA 2010 salt targets
- Sharwoods crackers have been redeveloped to meet the FSA 2010 salt targets

Quorn

- Sodium has been reduced from 0.6% to 0.4% in the Quorn sausages
- Sodium has been reduced from 0.4% to 0.2% in the Quorn Cottage pie and now meets the 2010 salt target

WORK ON FUTURE SALT REDUCTION

Controlling salt levels in products remains one of our key parameters in innovation and reformulation work.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Unilever

Global food manufacturer (Retail and Foodsolutions)

WORKING TOWARDS SALT REDUCTION TARGETS

Unilever has been working towards the FSA 2010 targets and where applicable the revised 2010 targets.

Going forward we will consider the 2012 targets in any redevelopment work within the context of our Global Salt Reduction Strategy.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Reformulation

Since 2005, reformulation against its Nutrition Enhancement Programme (NEP) standards resulted in the removal of 30,000 tonnes of trans fat, 27,000 tonnes of sugars, 12,500 tonnes of saturated fat and 3,500 tonnes of sodium from across the global portfolio.

Global Salt Reduction Strategy

In 2009, Unilever also embarked on an ambitious Global Salt Reduction strategy. This strategy details our commitment to further reduce, systematically, the amount of salt in our products right across our portfolio, in an effort to help consumers meet the World Health Organization (WHO) daily salt intake recommendations. This involves setting salt benchmarks for each product category, which will contribute to reducing overall salt intake to 6 g per day by 2010. The benchmarks will be tightened to help bring salt intake down even further, to 5g per day by 2015.

To date 79% of the Unilever food portfolio (retail and Foodsolutions) meet the FSA 2010 target.

RETAIL

Hellmann's

- Hellmann's Real mayonnaise meets 2010 FSA salt targets.
- Hellmann's Light Reduced mayonnaise meets the 2012 FSA salt target.
- Hellmann's Balsamic vinaigrette meets the 2010 FSA salt target.
- Hellmann's Caesar dressing meets the 2010 FSA salt target.
- Hellmann's fat-free vinaigrette with red pepper and herbs meets the 2012 FSA salt target.
- Hellmann's French dressing meets the 2010 FSA salt target.
- Hellmann's Garlic & Herb dressing meets 2010 FSA salt targets.
- Hellmann's Honey & Mustard dressing meets the 2012 FSA salt targets.
- Hellmann's Thousand Island dressing meets 2010 FSA salt targets.
- Hellmann's Tomato Ketchup (new formulation) meets FSA 2010 salt targets.
- Hellmann's Salad cream meets the FSA 2012 salt targets.

Spreads (In brackets is the number of variants in the range)

- All FLORA spreads meet the 2012 salt targets (7)
- All FLORA PRO.ACTIV spreads meet the 2012 salt targets (3)
- Both BERTOLLI spreads meet the and 2012 salt targets (2)

Bertolli

- Pesto sauces meet the FSA 2010 salt target (2)

Knorr

- Ragu sauce meets the average FSA 2010 salt target (7)
- Chicken Tonight Sauces meets the FSA 2010 salt target (9)
- All soups meets the FSA 2010 and 2012 salt target (9)

Colmans

- Dry pour over sauce (10) and special dry pour over sauce (3) meet the 2012 salt targets.

Pot Noodle

- Pot Noodle - 53% meet the 2010 maximum salt target (15)

FOODSOLUTIONS

- All KNORR Indian and Oriental Ready to use (RTU) sauces meet FSA 2010 salt target (20)
- All KNORR American Pastes meet the 2012 salt target (3)
- All KNORR Mediterranean and Americas RTU sauces meet FSA 2010 and 2012 (12)
- All KNORR Classic dehydrated sauces meet the 2012 target (7)
- All KINORR Roux's meet the 2012 target (2)
- All KNORR Standard Sauces meet the FSA 2010 salt target (11)
- All KNORR Gravies meet the 2012 target
- All KNORR Classic dehydrated Soups meet the FSA 2010 target (12)
- All KNORR Standard dehydrated Soups meet the FSA 2010 target (15)
- All KNORR 100% Soup (2.5litre) meet the FSA 2010 target (15)
- 6 out of 7 HELLMANN'S Dressings meet the FSA 2010 target.

WORK ON FUTURE SALT REDUCTION

Unilever operate with global brands in an increasingly complex European supply chain which makes it difficult, and expensive, to tailor recipes to the need of a single national regulator. We will however continue to work to the timetable and targets of our Global Salt Reduction Strategy as our voluntary commitment to salt reduction in the UK and other markets. We will continue to share progress of the rollout of our global strategy with the FSA as our contribution towards the 2010 and 2012 salt targets.

ADDITIONAL INFORMATION

Unilever's Recent Experience in Salt Reduction

In 2003, Unilever embarked on its Nutrition Enhancement Programme (NEP), which uses internationally-accepted dietary advice, including World Health Organisation maximum levels of trans fats, saturated fats sugars and salt. Using a single nutrient profile, the entire food and beverage portfolio of over 22,000 products has been evaluated, giving clear direction for nutritional improvements.

In setting, and agreeing to reformulation targets, it is important to recognise that any reformulation is done without compromising product safety and taste. Our aim is to make foods healthier and take our consumers with us without jeopardising their enjoyment of our brands.

With salt the key consumer issue is taste. This is a key consideration in setting timing and staggering of reductions and has played a key role in the 2015 targets in our Global Salt Reduction Strategy. Our experience shows that with salt, if consumers perceive different taste profile, after a significant and sudden reduction in salt, they are likely to swap to an alternative product with a higher salt level.

A recent example of this is the impact of salt reductions on Pot Noodle. In 2007 we reduced salt in our Pot Noodle products by 50% which led to a rise in consumer complaints (including several websites dedicated to campaigning for the 'old recipes'), lost sales, and an erosion of our market share. Our analysis shows that competitor instant hot snack products, which have benefited from this, contain on average, salt levels twice that of Pot Noodle.

We concluded that our approach was too fast and too far and, although we are reformulating, we've lost loyal consumers to the more salty alternatives. Clearly, this is an outcome that neither satisfies ourselves nor the FSA in the drive towards reducing salt consumption.

Specific Technical Issues

- Bertolli Pesto Verde – The pH of this product will increase to match competitor's pH. This will result in an increase in water activity which will lead to an increase in microbiological issues. To prevent this from happening salt will need to be added.
- Peperami – The salt level in Peperami cannot be reduced as this will affect the safety of the product and does not fit into any suitable meat category.
- Marmite - Further salt reduction can't be made as much of the salt contribution comes from the yeast extract.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: United Biscuits (UK) Ltd

UB is the leading manufacturer and marketer of biscuits and packaged nuts and the second largest manufacturer and marketer of savoury snacks and crisps in the UK.

WORKING TOWARDS SALT REDUCTION TARGETS

UB has sodium reduction programmes for both its biscuits & cake and snacks categories and is working towards the revised 2010 & 2012 targets.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Since 2004, UB has achieved a 23% sodium reduction across its biscuits and cakes portfolio and a sodium reduction of 18% has been achieved across crisps and snacks. This has been achieved with a phased approach to ensure consumers' tastes adapted over time.

Examples include:

- McVitie's HobNobs - 40% sodium reduction
- McVitie's Digestives - 27% sodium reduction
- McVitie's Milk Chocolate Digestives - 25% sodium reduction
- McVitie's Rich Tea - 33% sodium reduction
- Hula Hoops – 31% sodium reduction
- Skips - 27% sodium reduction
- Discos - 37% sodium reduction

WORK ON FUTURE SALT REDUCTION

UB will continue to redevelop recipes to reduce sodium where it is technically and commercially feasible to do so.

ADDITIONAL INFORMATION

UB has been working on reformulation programmes to remove trans fat and to reduce saturated fat, salt and sugar for a number of years.

UB is committed to providing clear ingredients & nutrition information on pack, including the use of lifestyle messages via our 123 healthy balance back of pack design and the use of GDA icons on front of pack.

Trade Associations

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: The Biscuit Cake Chocolate & Confectionery (BCCC)

The BCCC Sector Group is a Trade Association which is part of the Food & Drink Federation (FDF) and is the voice of the biscuit, cake, chocolate and confectionery sector in the UK. BCCC's membership comprises 38 manufacturers, suppliers and marketing companies of all sizes, including many household names and smaller, specialist companies, whose products are enjoyed by almost everyone in the UK, as well as being exported throughout Europe and many other third countries.

WORKING TOWARDS SALT REDUCTION TARGETS

BCCC Sector Group members have reduced salt levels to below the original 2010 targets in each product category. However, the sector remains concerned at the technical challenges in trying to achieve the 2012 targets and beyond, as many BCCC products are now at their very limit, technically and organoleptically, in terms of salt reduction. We would also stress that attempting to further reduce the sodium level in products, whilst simultaneously progressing other nutritional improvements such as saturated fat reduction, is technically challenging and is likely to contribute to extending the timeline for achieving success.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

The BCCC Sector Group has been very committed to salt reduction since 1999. Our members have been actively involved in reducing salt levels in their products and have achieved 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. The sector exceeded expectations and reduced salt levels to below the original 2010 targets in each sub category, by 2007, at significant cost to the industry.

WORK ON FUTURE SALT REDUCTION

BCCC Sector Group members continue to work to reduce salt levels in their products. However, the sector remains concerned at the technical and organoleptic challenges faced in attempts to meet the 2012 targets.

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: British Retail Consortium (BRC)

BRC represents the whole range of retailers including large multiples, department stores and independent shops, selling a wide selection of products through centre town, out of town, rural and virtual stores. At the end of September 2009 the retail sector employed some 2.8 million people (11% of the workforce) and retail sales were £287 billion. The retail sector consists of 293,510 outlets, contributing and estimated 8% of the Gross Domestic Product (GVA). The BRC represents over 90% of the grocery retailing market, a market value worth over £120 billion.

WORKING TOWARDS SALT REDUCTION TARGETS

Retailers are working to the original 2010 targets, set in 2006 and the new 2012 targets. We have reported progress against these targets.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Asda

Asda works tirelessly to improve the nutrition content of the 9000 products in our private label food and soft drink portfolio. All products, whether they are in our Smart Price value range or in our Extra Special premium range, must comply with our rigorous nutrition standards. Asda met the Agency's original 2010 salt targets by the end of 2007 and will continue to work hard to reduce salt levels even further where we can, without compromising shelf life or quality perception.

The Co-operative

All Co-operative food lines in relevant FSA categories met the original 2010 targets by mid 2009, well ahead of the deadline.

Salt reduction continues to be a key part of our product improvement process with the new 2012 FSA targets informing our new product development process. We currently meet the 2012 targets in a number of key areas including ready meals, breakfast cereals, pizza, bread and rolls (with and without additions), salt & vinegar snacks, cook in and pasta sauces, tomato ketchup and brown sauce.

M&S

Marks & Spencer meet 90% of the original Food Standards Agency 2010 salt targets. We have a small number of products (less than 20) in categories such as processed cheese and bread with high salt additions where we do not currently meet the targets and are still working towards achieving them.

In addition, we also meet a number of the 2012 salt targets including categories such as bread, sandwiches and quiche. This is a reflection of M&S ongoing commitment to making incremental changes in the salt content across the range of products without compromising on quality, safety of shelf life.

Morrisons

Morrisons have been working to reduce salt in line with the FSA's original salt targets for more than 4 years and it is our policy to meet these targets in all relevant products across the store. Morrisons have met the FSA 2010 targets in 90% of categories, including those foods that are key contributors to dietary salt intake such as breakfast cereals, bread, pizza and ready meals. Whilst maintaining their taste, safety and quality, we continue to work towards achieving further reductions in the small number of remaining products.

Sainsbury's

Sainsbury's have been reducing salt in our own brand products for over 12 years now, and it still remains an important focus for us when developing or redeveloping products. The taste, safety and quality of our products is incredibly important to us and we strongly believe that our customers should not have to compromise which is why we have a step by step approach to salt reduction. We are pleased to say we are on track to achieve the Food Standards Agency original 2010 salt targets in all product categories. We have already achieved these targets in over 80% of our products including the priority categories that contribute the most salt in the diet such as breakfast cereals and bread. In addition Sainsbury's cereals, ready meals and standard own label bread already meet the 2012 salt targets.

Tesco

98% of our products already meet the 2010 targets and because of our approach of setting average figures as maximum targets we are already 70% towards the 2012 targets including 100% of our ready meals and soups.

Waitrose

Waitrose have made significant reductions in the amount of salt across a broad range of products and have met the Government's original 2010 salt targets in ALL categories.

We will continue to work closely with our suppliers to seek ways to minimise the salt content of our foods, without compromising on food safety or customer acceptability.

Recipe cards and supper recipes provide no more than half the guideline daily amount for salt and weekly menu plans are developed to fall below 6g/day.

WORK ON FUTURE SALT REDUCTION

The second stage of the reformulation strategy, with new targets is challenging. However, whilst the work may have to progress at a slower pace to allow time to help consumers' palates adjust and for retailers to find alternative ingredients, retailers remain committed to reducing salt levels in those products where it is possible.

ADDITIONAL INFORMATION

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: British Sandwich Association (BSA)

The BSA is a trade association and the voice of the British Sandwich industry.

WORKING TOWARDS SALT REDUCTION TARGETS

STATEMENT ON WORK ON SALT REDUCTION TO DATE

The BSA supports work being done by the Food Standards Agency to encourage consumers to improve their diets by being more aware of their salt and saturated fat intake and the potential consequences of eating unhealthily. The Association encourages its members to work with the Agency to reduce the levels of salt and saturated fat in products, wherever this is practicable both from the perspective of available ingredients and the acceptability of products to consumers. The BSA continues to advise its members to clearly display the salt, fat and sugar levels in their products so that consumers can make a reasoned choice when selecting products. It also encourages the industry to ensure that ranges include a selection of healthy choices.

WORK ON FUTURE SALT REDUCTION

ADDITIONAL INFORMATION

FOOD STANDARDS AGENCY SALT COMMITMENTS TABLE (2009-2010)

ORGANISATION: Food and Drink Federation (FDF)

The FDF is a trade association which represents the food and drink industry in the UK. Our membership comprises manufacturers of all sizes as well as trade associations dealing with specific sectors of the industry.

WORKING TOWARDS SALT REDUCTION TARGETS

A number of FDF members will submit salt reduction achievement and commitment information to FSA directly.

Food manufacturers have invested heavily over many years to change the recipes of some of Britain's biggest and best-loved brands so they are lower in salt – without making any compromises on taste, quality or safety. By deploying its research capabilities in this way, the UK industry is now widely acknowledged to be leading the way on salt reformulation. As well as these efforts, companies also provide a wide range of low salt and salt free alternatives.

STATEMENT ON WORK ON SALT REDUCTION TO DATE

Sectors

Progress made and future plans

Breakfast cereals	Members of the Association of Cereal Food Manufacturers have achieved a 49% reduction in the salt levels of branded breakfast cereals since 1998. Just 2.8% of UK sodium consumption now comes from breakfast cereals (TNS Worldpanel Nutrition Service).
Cakes, buns and biscuits	Since the start of 2006, salt reductions of between 16% and 50% have been achieved by members of FDF's Biscuit, Cake, Chocolate and Confectionery sector group. This is in addition to the 20% - 40% reductions that had previously been achieved. The sector also exceeded expectations and reduced levels to below the 2010 targets in each product category, by 2007.
Crisps and savoury snacks	<ul style="list-style-type: none"> • The savoury snacks industry has invested ten of millions of pounds in reformulation in order to reduce levels of salt in its products. • In the five year period to 2002 the savoury snack food industry reduced the salt levels in its products by more than 25% according to the FSA's own data. • Since 2006 the savoury snacks industry has taken over 1,000 tonnes of salt out of the UK diet, and over 2,000 tonnes since 2003. • Savoury snack foods contribute less than 2% of the average daily intake of 'salt' – over 98% comes from consumption of other foodstuffs. • A typical 25g packet of ready salted crisps contributes less than 7% of the Guideline Daily Amount for adults and around 9% for children aged 5-10yrs.
Meat products	FDF's Meat Group, the British Meat Processors Association and the Meat and Livestock Commission undertook a two-year action plan, which concluded in 2006, to build on previous reductions in sodium content by setting upper limits for eight meat product categories.

Soups and meal sauces
(ambient)

Project Neptune, a partnership between industry and the Food Standards Agency, completed a three-year action plan on salt reduction in August 2006. On average, meal sauces achieved an overall reduction of 28.8% and soups an overall reduction of 24.5%.

Although this partnership has ended, companies are continuing salt reduction work independently in order to comply with FSA targets.

WORK ON FUTURE SALT REDUCTION

As FSA is fully aware, the success and extent of salt reductions will be determined only by continued consumer acceptance of products.

ADDITIONAL INFORMATION

A recent Mintel poll shows that in the 18 month period since January 2008, there have been more than 700 reformulated food and drink products launches in the UK, a number of which are products lower in salt. Mintel's research also suggests that total sales of such products in key food and drink categories are now worth £8bn - and in some areas are growing at twice the rate of the market as a whole.

UK food and drink manufacturers have long recognised the importance of providing consumers with clear on-pack nutrition information. FDF encourages its members to provide a full nutrition declaration on back of pack, and we estimate that more than 85% of UK-produced, pre-packed foods now carry such detailed nutrition labelling. FDF also encourages its members to provide salt equivalent labelling, as well as the legally required sodium information to make the information clearer for consumers. The FDF supports the aims of FSA's Salt Awareness Campaign but believe that consumers should be encouraged to use industry tools such as GDAs and nutrition labelling panels, to tailor their diets. Consumers need to be encouraged to look at products, not in isolation, but as part of a balanced diet over a sustained period.

In 2006, UK industry responded to growing demands for clear nutrition information to be featured on the front of packs. To date 85 companies have adopted the GDA labelling scheme voluntarily and consistently on the front of more than 20,000 lines. We estimate that the GDA scheme now features on the front of over 50% of food and drink packs sold in the UK.