

# US Industry Approaches to Salt Reduction

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*Mobilizing for Dietary Salt Reduction Policies and Strategies in the Americas: Expert & Country Consultation*

(Miami, Florida, 13–14 January 2009)



The Grocery Manufacturers Association (GMA) represents the world's leading food, beverage and consumer products companies. The Association promotes sound public policy, champions initiatives that increase productivity and growth and helps to protect the safety and security of the food supply through scientific excellence. The GMA board of directors is comprised of chief executive officers from the Association's member companies. The \$2.1 trillion food, beverage and consumer packaged goods industry employs 14 million workers, and contributes over \$1 trillion in added value to the nation's economy. For more information, visit the GMA Web site at [www.gmaonline.org](http://www.gmaonline.org).



# Vision

- Industry, government and NGOs will collaborate to execute national approaches to dietary improvement through voluntary salt reduction, consumer education and scientific research that will benefit Americans and global populations.

# US Food Labeling

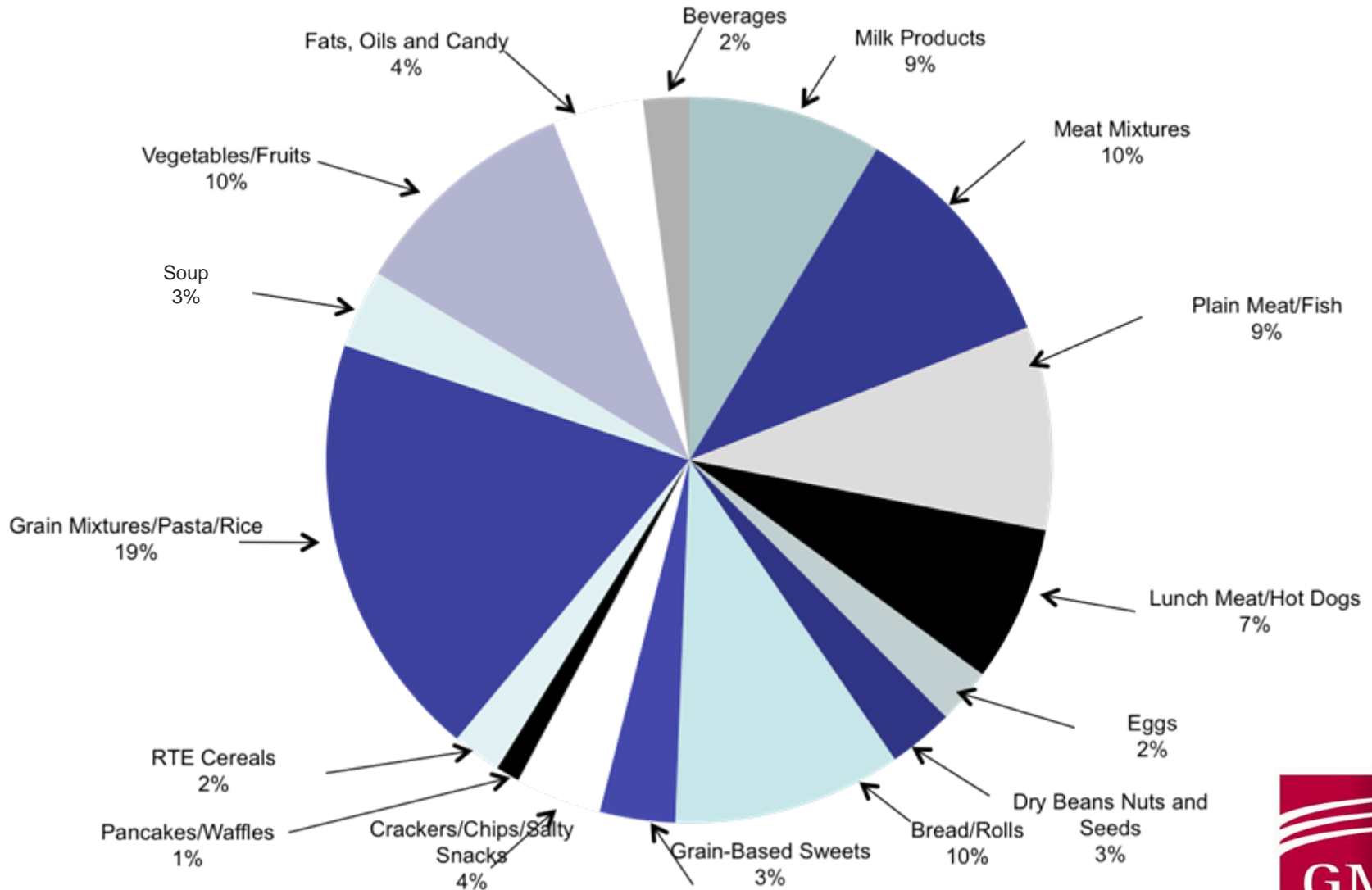
- Pre-1970s: No labeling and little information on salt content
- 1973: Voluntary nutrition information
- Mid-1980s: Sodium added to voluntary nutrition information
- 1990s: NLEA legislation; mandatory nutrition labeling ('Nutrition Facts')

# US Food Labeling

- Nutrition claims require disclosure of excess nutrients (fat, saturated fat, cholesterol, sodium)
- Health claims can be made only if qualifying nutrient levels are not exceeded
- Changes in product formulation with advent of nutrition labeling and label claims

# **Sodium in Foods (USA)**

# Sources of Sodium, 2003–2004



Source: NHANES 2003-2004; Courtesy of General Mills Bell Institute



# Top 20 Individual Food Sources of Sodium in the American Diet

Based on the Combination of Frequency of  
Consumption and Sodium Content

- Meat pizza
- White bread
- Processed cheese
- Hot dogs
- Spaghetti with sauce
- Ham
- Catsup
- Cooked rice
- White roll
- Wheat tortilla
- Salty snacks, corn chips
- Whole milk
- Cheese pizza
- Noodle soups
- Eggs (whole/fried/scrambled)
- Macaroni & cheese
- Milk, 2%
- French fries
- Creamy salad dressings
- Potato chips

Source: NHANES 2003-2004; Courtesy of General Mills Bell Institute





# Sources of Sodium

- Over half have sodium levels below FDA “healthy” level of 480 mg (per serving; 600 mg main dish or meal)
- 3 are at FDA “low” of 140 mg or less (per serving)
- Vegetables, fruits, and whole grains largely absent from Top 20

# Sodium Reduction Over Time

		USDA Handbook 8, 1963	USDA HG Bull 72, 1981	USDA NDB, SR 20, 2007	
Food	Serving	mg Na	mg Na	mg Na	Change
Peas, frozen	½ c	497	N/A	95	- 81 %
Tuna, canned, in oil	55 g	490	196	218	- 50 %
Chicken noodle soup, canned, condensed, prepared	1 c	1,000	1,124	649	- 35 %
Bread, white, enriched	1 slice	254	258	180	- 29 %

USDA = United States Department of Agriculture



# Sodium Reduction Over Time

		USDA Handbook 8, 1963	USDA HG Bull 72, 1981	USDA NDB, SR 20, 2007	
Food	Serving	mg Na	mg Na	mg Na	Change
Butter, salted	1 tbsp	254	258	180	- 28 %
Salad dressing, Italian, regular	1 tbsp	628	324	496	- 21 %
Pretzels, twisted, thin	1 oz	504	483	407	- 19 %
Ham, cured, canned	55 g	605	588	518	- 14 %
Corn flakes	1 oz	281	297	266	- 5 %

USDA = United States Department of Agriculture



# **GMA-CSPI Salt Conference**

## ***Getting to 2,300: Balancing Health with Consumer Preferences and Industry Challenges***

**Washington, DC**

**22–23 October 2007**

**Grocery Manufacturers Association (GMA) &  
Center for Science in the Public Interest (CSPI)**



# Conference Participants

- Food manufacturers
- Restaurants
- Food service
- Government (HHS, FDA, USDA)
- Consumer advocates
- Health professionals
- Academics

HHS = US Dept. of Health & Human Services;  
FDA = Food & Drug Administration; USDA = US Dept. of Agriculture



# Conference Highlights

- Concentrate on positive messages about food, diet, and health
- Focus should be on overall dietary and food patterns, not individual nutrients
- Encourage continued progress with incremental reductions and food product options

# Conference Highlights

- Sustainable changes needed
- Improve efforts at changing behaviors through social and integrated marketing
- MyPyramid and DASH food & dietary patterns is the goal

# INDUSTRY REPORT ON Health and Wellness

- GMA 2007 Industry Report on Health and Wellness
- Covers years 2004, 2005, and 2006





# ***GMA Health & Wellness Survey***

- 98% of companies are reformulating and introducing new products
- Over 10,000 new or reformulated products, many with nutrition changes
- Recent efforts focused on trans fat
- Other areas: portions, calories, ***salt/sodium***, sugars

# Take a *Peak*...

## into MyPyramid



# What is Take a *Peak*?

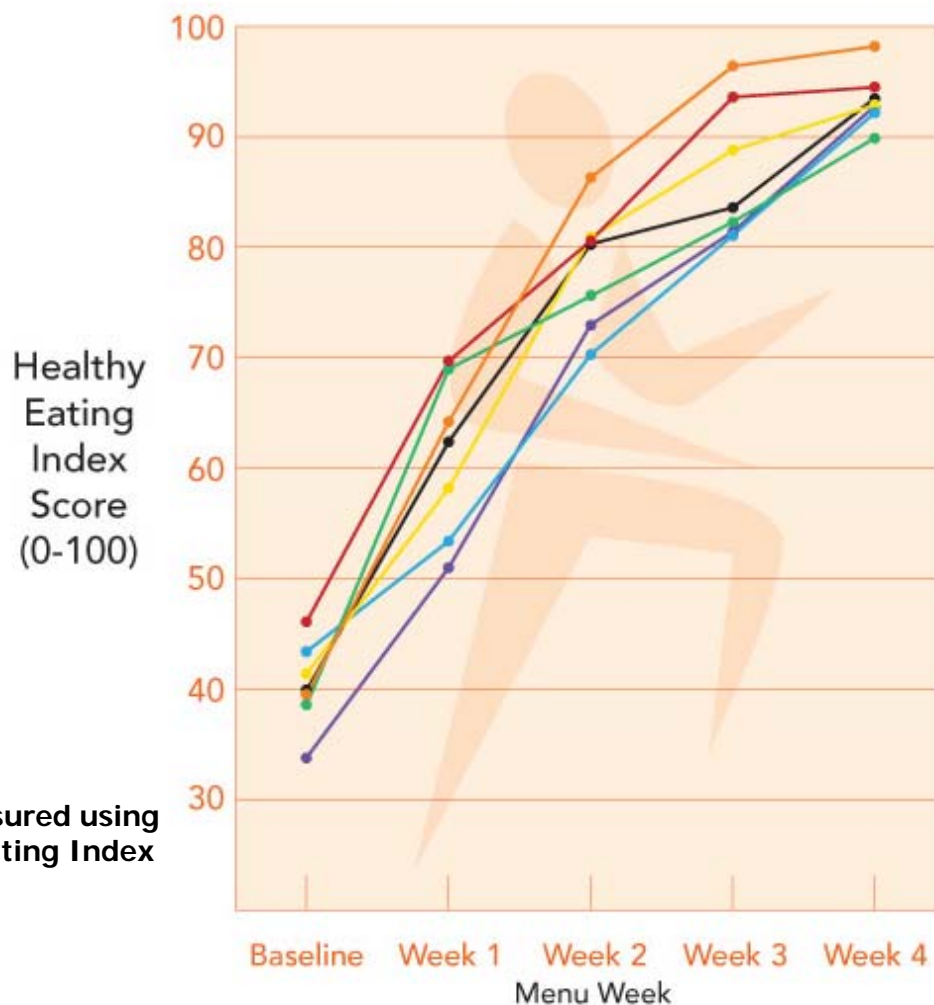
- Move the federal government's dietary advice — MyPyramid — from the Internet to the grocery aisle, where consumers make many food choices
- Led by MatchPoint Marketing — a leader in consumer in-store promotions — and supported by GMA and the Food Marketing Institute (FMI)
- Leverages the vast marketing power of food manufacturers and retailers to expose millions of Americans to MyPyramid's food pattern
- Highly adaptable by retailers to meet the diverse ethnic & cultural needs of customers, bringing MyPyramid to life

# Take a *Peak* Menu Modeling

- Assess effect of incremental changes
- Menu modeling overview
  - Target menus developed for adult female
  - 7 days of menus
  - Incremental changes over 3 weeks
  - Evaluated against MyPyramid, Dietary Guidelines, and Healthy Eating Index (HEI)

Source: Hornick et al. *J Am Diet Assoc.* 2008;108:2077-2083.

# Using Take a *Peak* Products Can Improve Diet Quality\*



\*Diet quality is measured using the USDA Healthy Eating Index 2005 tool (HEI).



# Take A *Peak* Menu Modeling

- HEI score increased over 3 weeks from base from 41 to 93.5
- Met MyPyramid food group recommendations
- Met DG shortfall nutrients
  - Calcium, fiber, magnesium, potassium, vt. A, vt. C
- Met DG targets for macronutrients
  - Sodium reduced by 32%

Source: Hornick et al. *J Am Diet Assoc.* 2008;108:2077-2083.

# Take A *Peak* Menu Modeling

- Demonstrates that small, incremental changes to food choices over time can meet dietary, food, and nutrient recommendations

Source: Hornick et al. *J Am Diet Assoc.* 2008;108:2077-2083.



# US Industry Objectives for Salt Reduction



# Industry Objectives

- Food industry takes seriously product development issues addressing nutrition & health — including salt & sodium content
- Policies should be prioritized in the best interest of the public and in compliance with government regulations
- Based on science (health, food)
- Policies should not put a few companies at a competitive disadvantage

# Industry Objectives

- US policies should be designed to be compatible with and advance diet & health policies established by the 2005 *Dietary Guidelines for Americans* (or national goals) in order to encourage and educate the public increasingly to adopt the recommended “pattern of eating” in gradual and achievable, consumer sensitive ways

# Industry Objectives

- Programs must be national in scope
- Government, industry, and NGOs should partner and fully collaborate on any salt reduction program
- All industry sectors must be included (branded & private label, prepared foods, delis, bakeries, restaurants, and institutions)

# Industry Objectives

- Salt reduction should place priority on key category contributors based on consumption; appropriate to population
- Encourage gradual, incremental reductions over time
- Credit must be given for recent reductions
- Avoid negative changes to other nutrients

# Industry Objectives

- Acknowledge salt essentiality, and salt and sodium-containing ingredients for safety and functionality
- Metrics must evaluate population health variables (e.g. chronic disease risk; urinary sodium) in addition to food composition (sodium content)
- Public and government collaboration required on research on taste, salt alternatives and consumer education

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