



# THE SODIUM REDUCTION JOURNEY

**DEVISHREE MURTY**  
**NUTRITION AND HEALTH LEADER, SOUTH ASIA**



# THE NEED TO REDUCE SODIUM



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

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

# WHO IS RESPONSIBLE



**Food industry (global players)**

**Local small food producers**

**Health authorities  
global/local**

**Nutrition/health scientists**

**Health care professionals**

**Consumers**

**Retailers**

**Restaurants/chefs**

# KEY ELEMENTS TO BE ADDRESSED



- Consumer acceptance ➤ Create understanding & demand for lower sodium foods
- Taste ➤ Retain great taste
- Technology ➤ No simple solutions
- Benchmarks ➤ Set realistic benchmarks
- Partnerships ➤ Implementation



# CONSUMER ACCEPTANCE

# WHAT PEOPLE SAY.....

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



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



Naturalness

**TASTE**



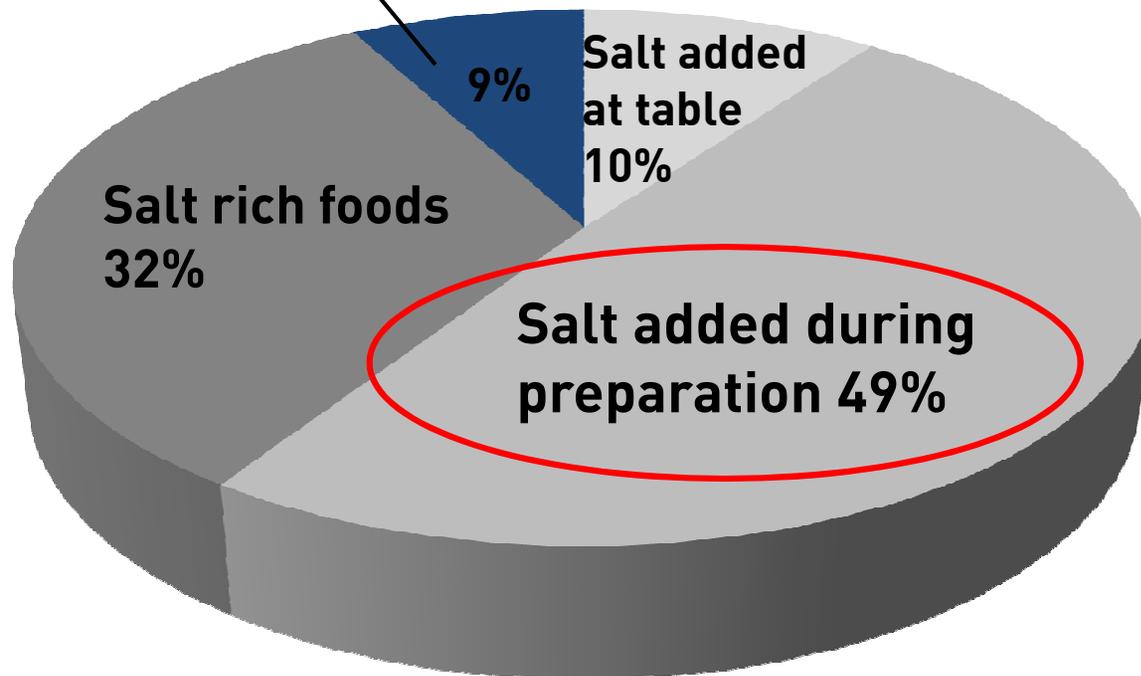
Convenience

**PRICE**

# BEHAVIOUR CHANGE CHALLENGE: MOST SODIUM COMES FROM ADDED SALT



**Restaurant, ready to eat meals & street food (9%)**



# RESPONDENTS CORRECTLY IDENTIFY HIGH SODIUM FOOD GROUPS



From the foods below please indicate which 5 you think contribute the most salt to your total diet.

	% indicated
Pickles & Chutneys	85%
Savoury snacks (e.g., namkeens, chips, papads, fryums)	81%
Street foods (e.g. pani puri, samosa, masala puri, vada pav, patties, kachori)	78%
Meat & meat products (e.g. chicken, mutton--curries, kebabs, fish, briyani, tikka)	64%
Butter (Salted)	52%
Rice (e.g. plain brown, plain white)	44%
Eggs (e.g. boiled, fried, steamed)	37%
Fruit juice (e.g. fresh fruit juice canned juice, tetra packs)	26%
Yoghurt (e.g., fruit, vanilla, frozen)	20%
Ice cream (e.g. chocolate, strawberry, vanilla)	15%



# CONSUMER CHALLENGES & SOLUTIONS



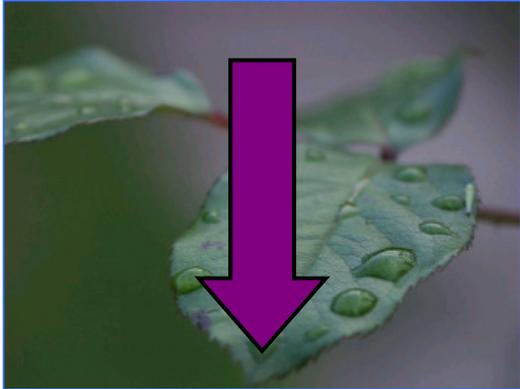
Not wanting to give up taste



Nutrition knowledge low

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

Perception that Natural = healthy



Gradual adaptation  
Tastier products

Education  
Read the label

Look for natural options

Compelling and motivating claims

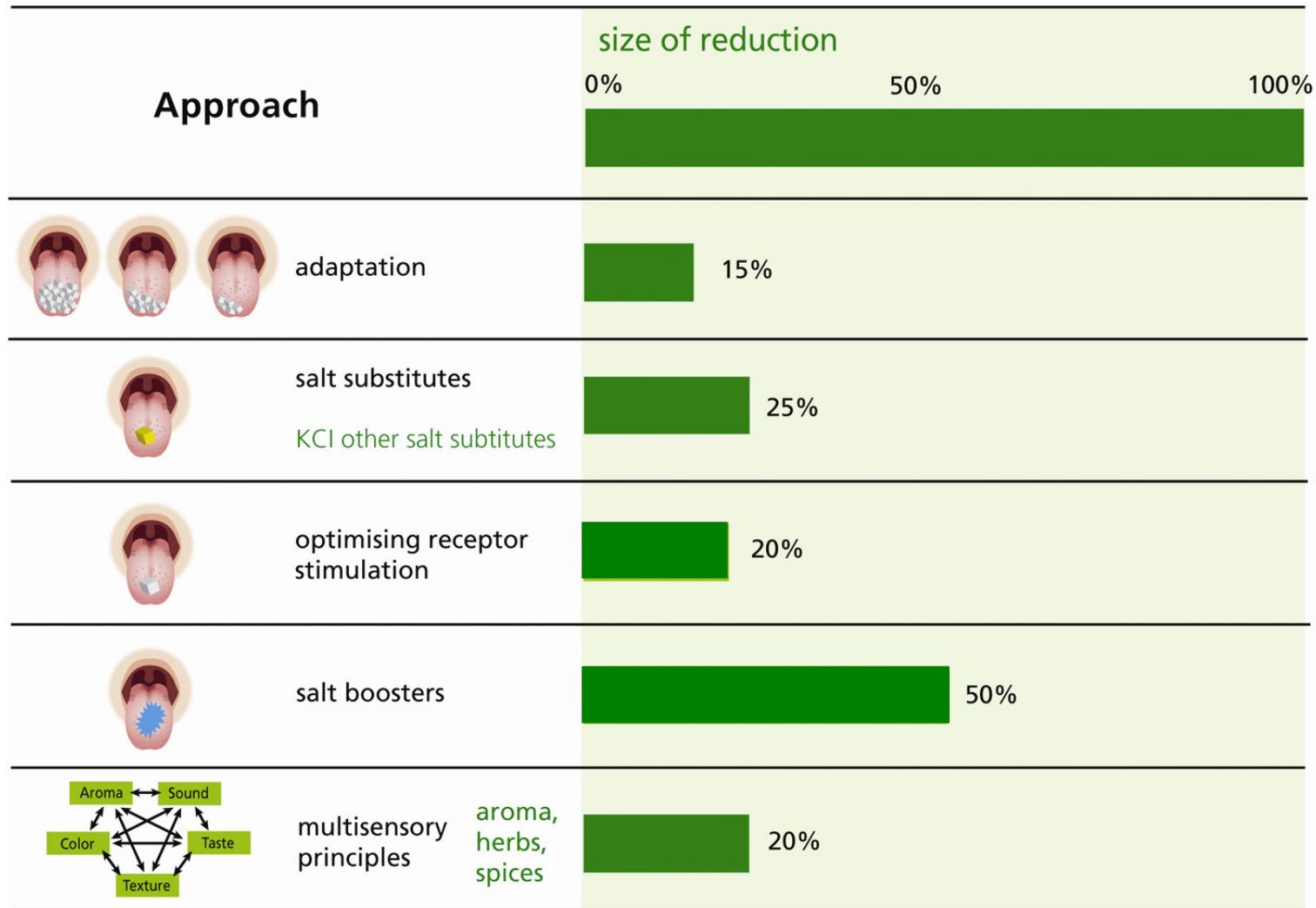
Calories 256 13%	Sugar 3.1g 3%	Fat 4.8g 7%	Saturates 1.4g 7%	Salt 1.1g 18%
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The image features a dark purple background on the left and a white background on the right, separated by a jagged, white, organic boundary. On the right side, there are several overlapping, semi-transparent purple shapes in various shades, creating a layered, abstract effect. The text 'TASTE & TECHNOLOGY' is centered in the dark purple area.

# TASTE & TECHNOLOGY

# HOW DO WE LOWER SODIUM?



# USING TASTE

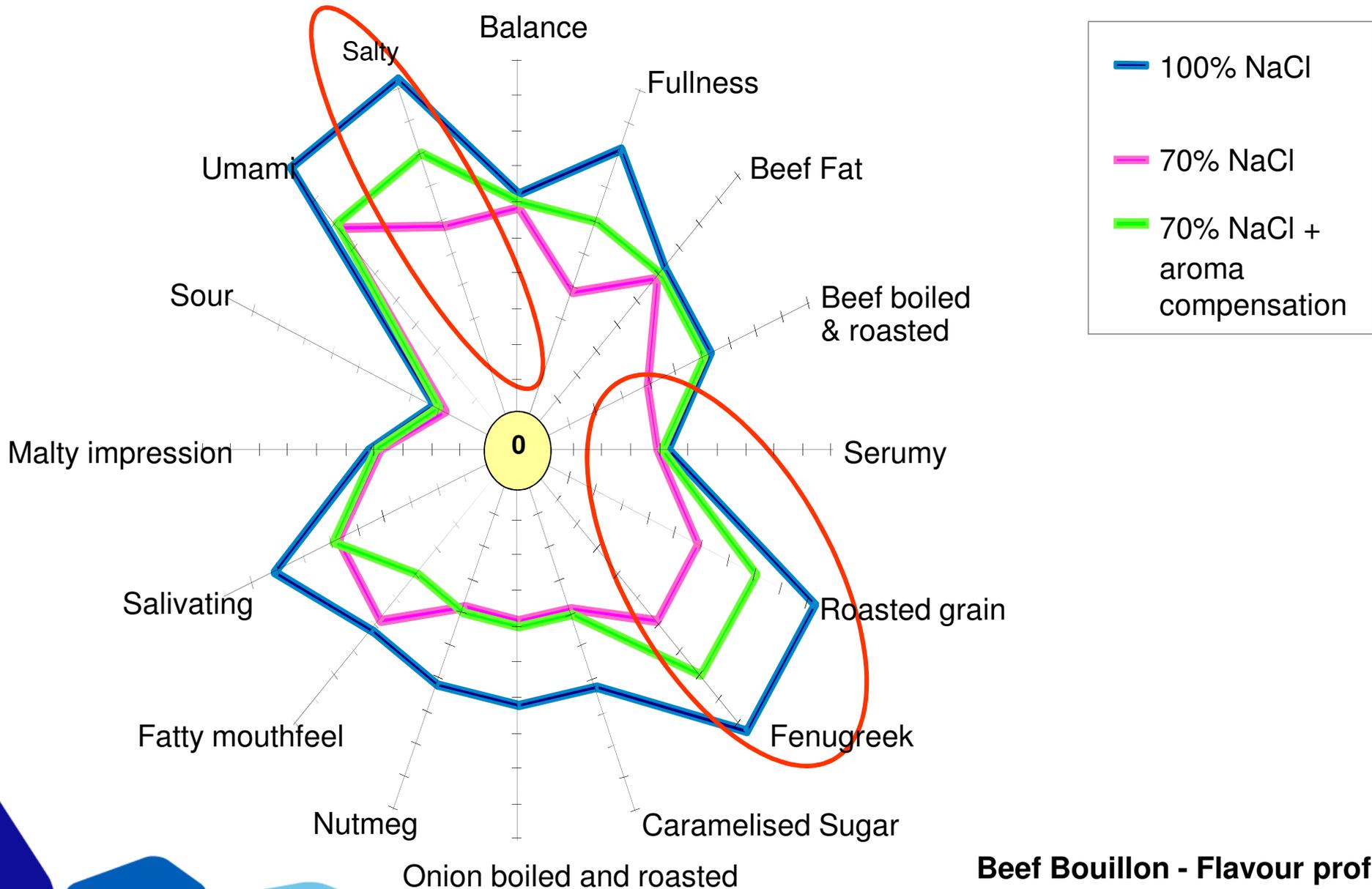


- Adaptation
  - Gradual reduction of salt without affecting taste
- Salt replacement
  - Combining chefmanship with new natural salt replacers
  - Enhancing taste with aromas, herbs and spices
  - Recipe reformulations – relying on our culinary expertise and chefmanship

Get a taste for sodium reduction

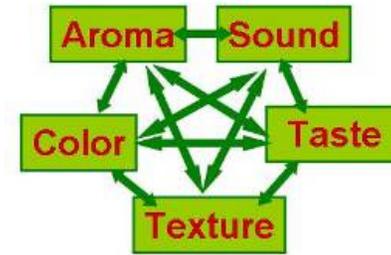


# SODIUM REDUCTION FLAVOUR PROFILE

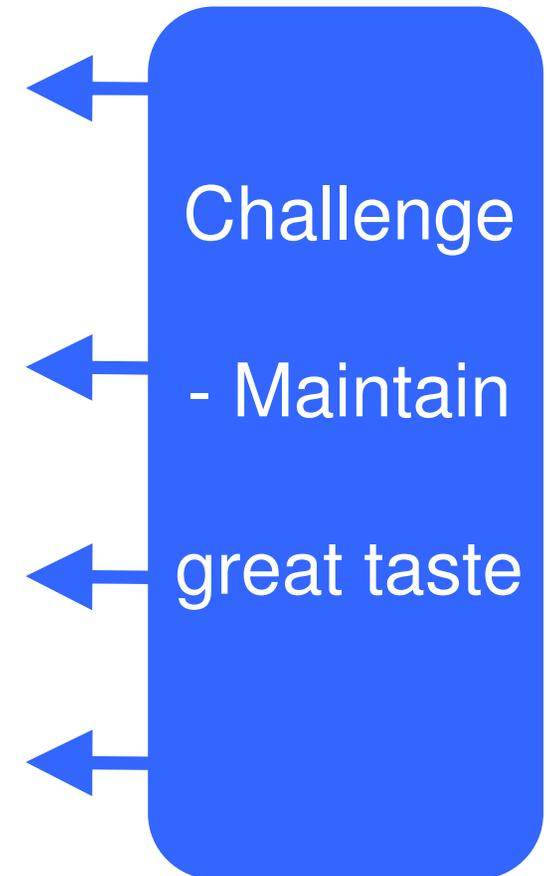


**Beef Bouillon - Flavour profile**

# USING TECHNOLOGY



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



# BENCHMARKS

# GENERIC NUTRITION SCORE BENCHMARK



<i>Nutrient</i>	<i>Benchmark<sup>a</sup></i>	<i>Category 1 (based on global dietary recommendations)</i>	<i>Category 2 (based on national dietary recommendations)</i>	<i>Category 3 (not meeting dietary recommendations)</i>	<i>Range of (inter)national dietary recommendations</i>	<i>Unit</i>
Trans fatty acids	Content	≤1	1-2	>2	1-2	% of energy
Saturated fatty acids	Content	≤10	10-13	>13	8-13	% of energy
	Quality	≤25	25-33	>33		% of total fat
Sodium	Content	≤0.9	0.9-1.6	>1.6	0.9-1.6 <sup>b</sup>	mg/kcal
Sugars	Total sugars	≤15	15-25	>25	10-25	% of energy
	Added sugars	≤3	3-7	>7		g/100g

# PRODUCT CATEGORY SPECIFIC NUTRITION SCORE BENCHMARK

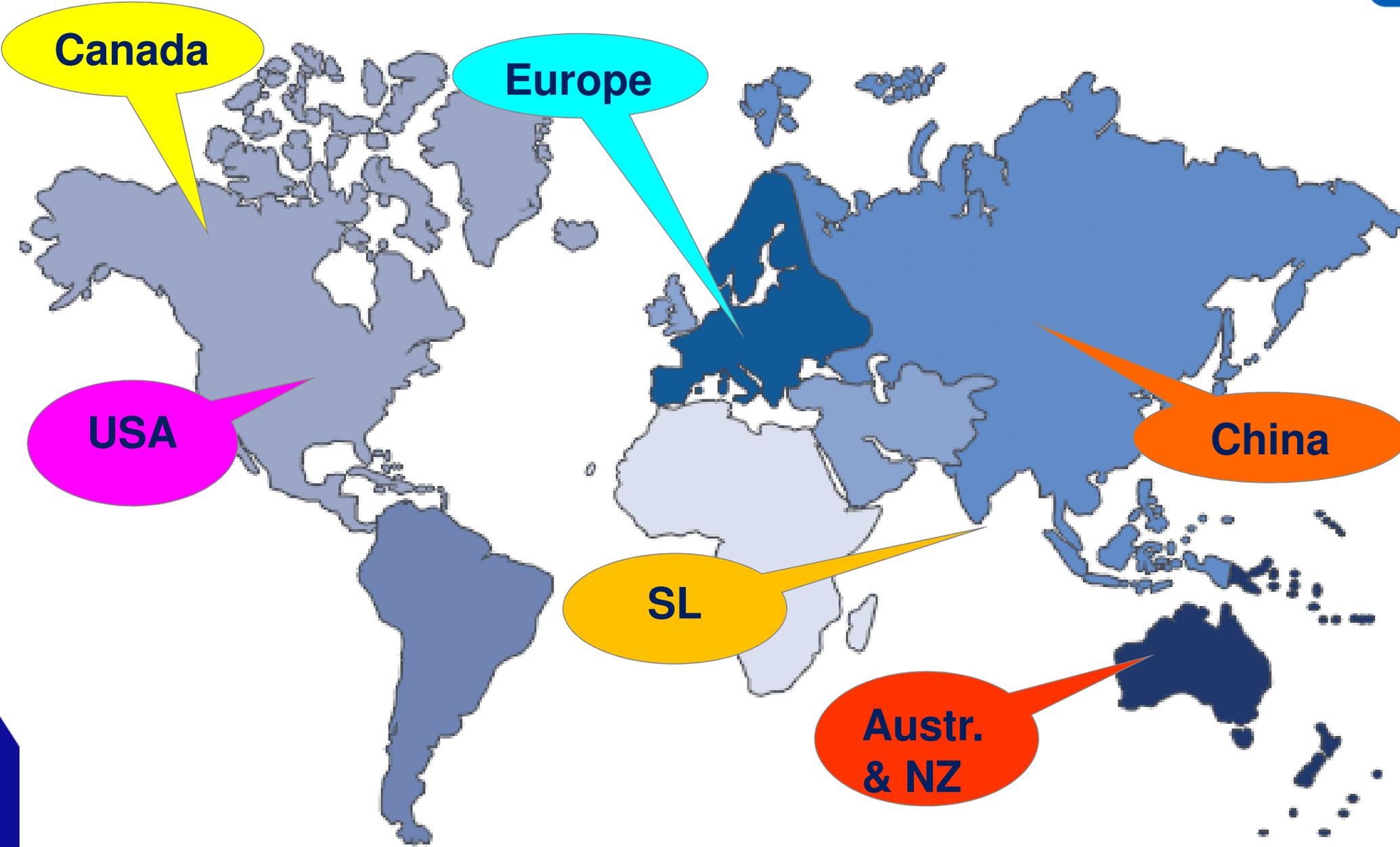


<i>Nutrient</i>	<i>Product category</i>	<i>Products</i>	<i>Category 1</i>	<i>Category 2</i>	<i>Category 3</i>	<i>Unit</i>
Sugars	Frozen desserts and edible ice with preferred product properties	Edible ice, added sugars	≤8	8–17	>17	g/100 g
Sodium	Low energy dense foods with preferred savory taste	Soups	≤200	200–360	>360	mg/100 g
		Meal sauces	≤300	300–540	>540	mg/100 g
		Table sauces	≤600	600–1080	>1080	mg/100 g
	Small portion size foods with preferred savory taste	Spreads	≤400	400–720	>720	mg/100 g
		Dressings	≤600	600–1080	>1080	mg/100 g
	Foods consumed as part of a weight management plan <sup>a</sup>	Meal replacement (weight management) products <sup>a</sup>	≤1.3	1.3–2.4	>2.4	mg/kcal



# PARTNERING

# GOVERNMENT PROGRAMS ON SALT



# JOIN THE SODIUM REDUCTION JOURNEY



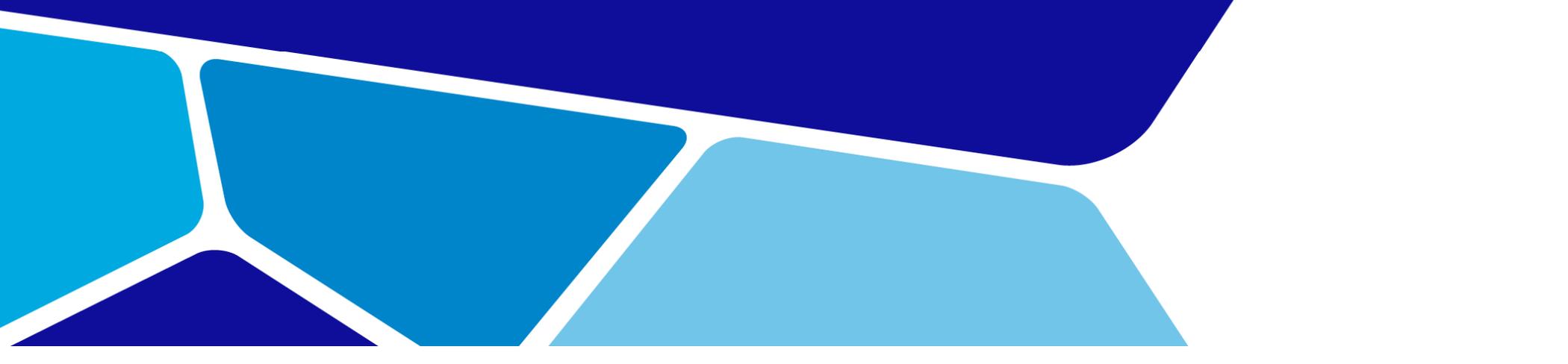
The main challenge in sodium reduction is to maintain taste

Increase availability of foods with reduced sodium levels

Boost consumer demand for sodium-reduced foods

Partnering needed at all levels for successful execution

**THANK YOU**

The bottom of the slide features a decorative graphic consisting of several overlapping, rounded geometric shapes in various shades of blue (from light to dark) and white, creating a modern, abstract design.