


 Sodium Reduction Support Programme 2008-2009 



Outline of presentation

- Why this project?
- Approach used
- Results
- Impacts
- Conclusions



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Rationale

- Evidence of need - CEHOG Report, 2008
- Evidence of effective practice - Food Standard Technicians support
- National focus & clear targets
- Local/IFH focus – prevention/business & funding
- Serious about creating change – not just “spray & pray”

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CEHOG SURVEY RESULTS 2008 Sodium per 100 grams			
Product	FSA 2010 Target	Average	Range
White floury Bap	0.43	0.49	0.34 – 0.69
Soda Bread	0.50	0.83	0.50 – 1.12
Wheaten Bread	0.50	0.72	0.44 – 1.79

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Aim: work with 20 local bakeries to obtain reductions in the sodium content of bread products



Objectives

1. Support identification of products where reduction possible (no limits)
2. Provide technical advice/support on recipe reformulation focusing on 3 products highlighted in CEHOG survey
3. Demonstrate through testing a sodium reduction
4. Investigate compound ingredients at supplier level
5. Identify key messages for promotion to the trade

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Approach Used

- Technician led
- Targeted high volume sales
- Co-ordination of sampling & results
- Analysis of raw ingredients & recipes
- Calculations of % reductions
- Reformulation support & production trials
- Further sampling & review with business

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Results

- 23 bakeries participated
- 33 products reformulated *

***Reasons**

1. 10 already met FSA target level
2. No manual addition of salt and sodium levels based on pre-prepared flour mixes, concentrates, baking powders etc.



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Results - % reduction in Sodium



Product	No. of Bakeries	Average reduction
White Floury Bap	3	19
Soda Bread	11	25
Wheaten Bread	20	40
All products		32.2 Range 7 - 59



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Impacts



- Removal of **3.1 tonnes** of salt annually
Based on annual sales (33 bakeries)
White Floury Baps = 1.45 million
Soda Bread = 2.16 million
Wheaten Bread = 1.85 million
- “Halt the Salt” bakeries leaflet produced



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Business Impacts



- Only 1 had analysed sodium levels
- Only 6 had considered reducing levels
- Businesses happy to engage, remained committed & provided feedback
- Some further sodium reformulations (same products + others), changes in raw ingredients & interest in same approach for sugars, fats and additives



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Impacts



- Understanding of recipe reformulation
- Interpretation of analyst results
- Awareness of barriers to change
- Evidence of what can & cannot be achieved at the local level
- Proof for “Court & Support” model



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Conclusions



- Most small manufacturers receptive but lack capacity & expertise to address nutritional improvements in recipes
- Current FSA target levels not realistic unless compound ingredient sodium levels addressed (tighter levels 2012)
- Food technician support essential

With thanks to
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Lesla



Carley