

National Salt Initiatives

**implementing the EU Framework
for salt reduction initiatives**

June 2009

On 1 July 2008 the High Level Group on Diet, Physical Activity and Health adopted an EU framework for national salt initiatives. High Level Group members were asked to complete a template sent out by the Commission after the adoption, describing the individual national salt initiatives in more detail. This document includes the framework itself, followed by an overview table summarising the content of the templates and finally all completed templates that the Commission received, explaining the different national salt reduction initiatives. At the end of the document, the blank template that was sent out is attached.

EU FRAMEWORK FOR NATIONAL SALT INITIATIVES

Background

At the Council meeting on 7 December 2007, the Council welcomed the proposal contained in the White Paper on A Strategy for Europe on Nutrition, Overweight and Obesity related health issues for Member States to consider salt reduction as a first priority for discussion within the High Levels Group. At High Level Group meetings a number of Member States expressed their interest to start to work together on salt reformulation in line with the White Paper. Based on the results of two salt expert meetings and the discussions in the High Level Group in 2008 this EU Framework for National Salt Initiatives was developed describing a common vision for a general European approach towards salt reduction.

Why a European framework?

The overall goal of the EU framework on salt reduction is to contribute towards reduced salt intake at population level in order to achieve the national or WHO recommendations. Data from Member States bring to light that the current salt intake levels are clearly exceeding the WHO maximum limit of 5 g per day. A high salt intake is among the factors increasing the risk to develop certain chronic diseases. In some Member States the current national data basis may be insufficient to judge the magnitude of the problem. In other cases, national data might show that the population salt intake is close to the WHO recommended maximum level. To consolidate the mapping of the situation, it is possible for Member States to carry out 24h urinary sodium excretion surveys. However, even if the data picture is not fully clear yet, engaging in salt reduction is seen as a 'no regrets' move.

Participation of Member States in this common framework is entirely voluntary. Participating countries can work within the framework as a large group towards this common goal. It should support and reinforce national plans, as it will enable comparison of progress across the EU while maintaining flexibility for Member States to shape their national approaches to salt reduction. The framework will enable to give coordinated messages for reformulation of food products to the industry across Europe and help to generate momentum and measurable action. Focussing on salt reduction should not distract from the attention given to nor the efforts put into product reformulation in order to change the content of other nutrients in foods, such as reducing the content of total fat, saturated fatty acids, trans-fatty acids or sugars.

General Principles

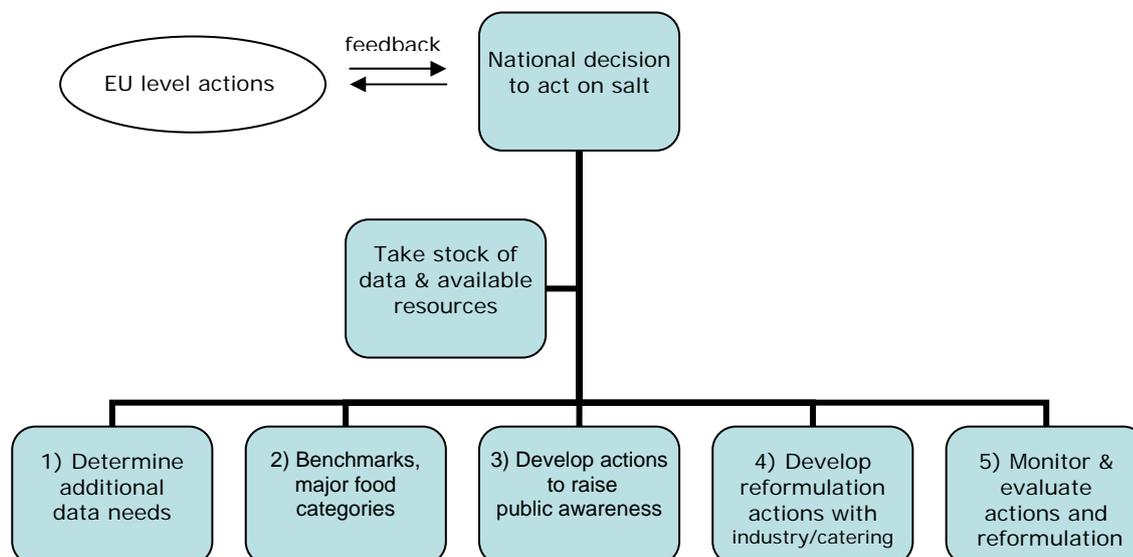
The framework builds on five key elements of salt reduction initiatives, as well as on common, shared minimum benchmarks for salt reduction and shared learning, profiting from experiences of Member States. Engagement with stakeholders at European and national level is encouraged and is seen as essential for success. In order to maximise the impact of salt reformulation food manufacturers are asked prioritise the products with the largest market share. Furthermore, care should be taken that salt reduction is delivered across the full range of food products from premium to economy items so that all population groups can benefit.

Five key elements

Five key elements of a comprehensive approach towards salt reduction are identified. The elements are seen as simultaneous and interconnected strands of action, meaning that a lack of data should not prevent progress in the other strands of national action. Feedback should be given to the

Commission. The HLG members shall commit to work simultaneously on the five following elements of the framework.

Fig.1: Simultaneous and interconnected strands of national action



1) Data: Member States investigate the national data available on salt consumption, current salt levels of foods, and food groups that are the major salt contributors of the national diet. They decide which data needs to be collected in order to fill the gaps.

2) Benchmarks & major food categories to focus action on: It would be difficult to establish targets for salt content levels of foods at European level, as starting points may differ considerably from one Member State to another and time required to reach a certain level may vary considerably. Therefore, at European level, a benchmark for overall salt reduction of a minimum of 16% in 4 years against the individual baseline levels in 2008 has been established, applicable to all food products as well as to food consumed in restaurants and catering facilities such as canteens. This is seen as being realistic and achievable in view of experiences with salt reduction in some Member States, meaning that most industry sectors should be well able and thus expected to reach it. Products should be reduced by 4% per year in order to allow consumers to adapt to the slightly decreasing salty taste and in order to ensure continuous progress. Salt reformulation theory is based on the fact that taste can adapt to gradual reductions if those reductions are achieved across the board.

In order to effectively reduce salt intake it is proposed to concentrate activities at a limited number of food categories, 12 have been identified and Member States select at least 5 categories among them for their national plans. The national plans with benchmarks are published.

- | | | |
|---------------|------------------------|----------------------------|
| Bread | Soups | Catering meals |
| Meat products | Breakfast cereals | Restaurant meals |
| Cheeses | Fish products | Sauces, condiments, spices |
| Ready meals | Crisps, savoury snacks | Potato products |

For different food categories, a reduction benchmark other than the 16% could be set. National benchmarks and plans could differ, e.g. if one focus food group is already very low in salt then

another category may be selected. It is suggested that priority is given to food categories that commonly represent major sources of salt in average diets. Most Member States prefer to work on the food categories; bread, meat products, cheeses and ready meals. Therefore, those categories will be worked on EU level with highest priority. For meat products and cheeses it is acknowledged that sub-categories may have different benchmarks than 16% in 4 years, including reducing variations between similar products. Member States may set individual benchmarks particularly for sub-categories of meat products and cheeses.

At least in the four food categories bread, meat products, cheeses and ready meals the lowest possible salt levels ('best in class' levels) are identified at EU level. Also, Member States may identify 'best in class' products within further food categories. And food producers are encouraged to move towards those 'best in class' levels for all categories of food. If salt reduction reaches the current 'best in class' this is considered as sufficient progress. However, exceeding the 16 % target or improving the 'best in class' levels is strongly encouraged.

3) Reformulation: Member States will strive to achieve a broad endorsement of the common vision on salt reduction with food producers and their local federations. The Commission will facilitate discussions with multinational companies, avoiding similar discussions to take place in parallel in a number of Member States at national level.

4) Raising public awareness: Raising public awareness are best dealt with at national level and are therefore within the responsibility of each Member State. Benefits include that public awareness creates 'buy-in' from consumers in salt reformulation activities and thus supports reformulation action. Progress may be achieved in partnership with NGOs, industry, media, the health sector and national platforms.

5) Monitoring & evaluation: Activities on reformulation and on raising public awareness as well as actual salt intake of the population need to be monitored. Monitoring is being best dealt with at national level and is therefore the responsibility of each Member State. Various approaches are possible and may be chosen to fit the individual national situation. Options of monitoring approaches include self reporting frameworks by the industry, monitoring of the salt content of foods and intake data, measuring the awareness level of consumers and actual behavioural change as well as salt intake via urinary sodium excretion surveys.

Timeframe

Member States to achieve broad endorsement of this vision by economic operators or representing federations by the end of 2008. Furthermore, Member States will have a monitoring approach in place by the end of 2008. The Salt Action Network (SAN) will publish a standard framework with a minimum data set for information collection and monitoring actions, which could be adopted if this is seen as being helpful, as it could give comparative data across a number of Member States. Initiatives to raise public awareness to be implemented by 2009. A first progress and monitoring report to be submitted to the Commission by the end of 2009. The Commission will share results with participating Member States.

National Salt Initiatives, implementing the EU Framework

States	AT	BE	BG	CY	CZ	DE	DK	EE	EL	ES	FI	FR	HU	IE	IT	LT	LU	LV	MT	NL	PL	SE	SI	SK	UK	NO	CH
Initiative part of broader program:																											
<i>Yes</i>	x	x	x	x	x			x	x	x	x	x	x		x	x	x			x	x	x	x	x	x	x	x
<i>No</i>						x	x							x				x	x								
Elements of the Initiative:						*													tbd			†		‡			
<i>Data</i>	x	x	x		x			x		x	x	x	x	x	x	x	x			x	x		x	x	x	x	x
<i>Benchmark/categories</i>	x	x	x	x			x			x	x			x				x		x	x	x	x		x	x	x
<i>Public awareness</i>	x	x	x	x	x		x	x		x	x	x	x	x	x		x	x		x	x		x	x	x	x	x
<i>Reformulation</i>	x	x	x	x			x	x		x	x	x	x	x	x	x	x	x		x	x		x		x	x	x
<i>Monitoring</i>	x	x	x	x			x			x	x	x	x	x	x		x	x		x	x		x	x	x	x	x
<i>Other</i>			x						tbd		x										x		x				x
Start of work on chosen elements:																			tbd								
<i>Data</i>	08	08	07				09	09	08	08-9	tbd	00	08	03/4	08/9	10	tbd			06	08		07		04		09
<i>Benchmark/categories</i>	08	08	08	done			08/9			09	done		09	04		08	x	08		07	08	07	07		05	09	08
<i>Public awareness</i>	09	08	05	08?	09		ong.	09		09	ong.	02/03	09	04&8	08/9	04	ong.	09		07	08		08/9		04	09	09
<i>Reformulation</i>	09	07	07	08			08/9			09	ong.	02/03	09	04	08/9	08	◆	08		07	tbd		07/9		03	08	08
<i>Monitoring</i>	09	08	08				08/9			9-12	ong.	06	10	04	09/10	10	◆	09		08	09	08	09		04		08
<i>Other</i>																				08			09				
Baseline of salt levels to be reduced	08	04	09 (04)				09		§	09	07	02	03	04	97	13	tbd	08	tbd	06	tbd	tbd	07	6 y?	0/01		08
Min. overall benchmark: x % in y years	tbd		12% 4y	1-2% 5y			16% 4y	∞		16% 4y	**	††	16% 4y	16% 4y †††	10% 2-3y	10% 5y	◆	tbd		10-15 4y	16% 4y		16% 4y		⊗		16% 4y
Approach to industry:																	◆										
<i>Direct agr. company</i>			x											x	x					(x)					x		
<i>Direct agr. sectors</i>	x		x	x						x				x	x			x	x	x	x				x		
<i>Companies give plans</i>												x§§§		x		x				(x)	x				x		
<i>Sectors to give plans</i>	x	x		x								x	x	x				x		(x)	x				x		x
<i>Other</i>							x		tbd		x																
Monitoring:																			tbd								
<i>Industry self reporting</i>		x	x	x							x		x			x		x		x	x				x	x	
<i>Salt content in food</i>		x	x	x	x		x			x	x		x	x	x	x				x	x	x		x	x	x	x
<i>Consumer awareness</i>		x	x	x						x	x	x	?	x		x	x				x			x	x	x	
<i>Na excretion surveys</i>		x	x				x			x	x	x	x	x	x					x	x				x		
<i>Other</i>		x		x										x													

States	AT	BE	BG	CY	CZ	DE	DK	EE	EL	ES	FI	FR	HU	IE	IT	LT	LU	LV	MT	NL	PL	SE	SI	SK	UK	NO	CH
Food categories / benchmarks:	tbd						tbd	ong			***		tbd	†††			◆			‡‡‡			§§§		****	●	
<i>Bread</i>		x††††	10% 4y	x						x tbd	x	20% 5y		16% 4y	10% 2y	10% 5y	x	x tbd	x	12% 4y	x 4y	x	16% 4y		x		x
<i>Meat products</i>		10% ▣	15% 4y	x						x tbd	x			16% 4y	x	10% 5y	x	x tbd		x	x 4y		16% 4y		x		x
<i>Cheeses</i>		x ▣	10% 4y	x						x tbd	x			16% 4y	x	10% 5y	x	x tbd		15% 4y	x 4y	x	16% 4y		x		x
<i>Ready meals</i>		15% by 12	15% 4y							x tbd	x			16% 4y	x	10% 5y	x			x	x 4y	x	16% 4y		x		x
<i>Soups</i>		x by 12	15% 4y							x										x		x			x		x
<i>Breakfast cereals</i>										x					38% Since 99							x	16% 4y		x		
<i>Fish products</i>			15% 4y							x						10% 5y		x tbd							x		
<i>Crisps, savoury snacks</i>				x														x tbd			x 4y				x		
<i>Catering meals</i>			10% 4y								x											x			x		
<i>Restaurant meals</i>			10% 4y	x																		x			x		
<i>Sauces, condiments, spices</i>		x by 12									x														x		
<i>Potato products</i>		x by 12	15% 4y	x																					x		
<i>Vegetables in can/glass</i>		x by 12																									

tbd: to be discussed / not yet defined

ong.: ongoing

y: year(s)

agr.: agreement

- * Germany will examine their recent consumption data under the view of different recipes for different meals; in 2009 start to explore sodium excretion in the German population in order to measure the total salt intake; asked competent institutions in Germany to examine the evidence for further reduction of the salt intake, when the intake is already on a relatively low level; will cooperate with the EU-initiatives to strengthen further the awareness of the German population for moderation in salt usage; will explore the German experiences with minimizing concepts.
- † The salt initiative is part of the Keyhole branding initiative for products and ready-made meals and the Keyhole certification scheme, this initiative includes set salt criteria for a number of product groups. The Keyhole initiative for restaurants includes, for example, education, awareness and recipe support.
- ‡ National salt initiatives are linked with Update Preparation of the Programme of Improvement of Nutrition of Slovak Inhabitants, goals of the programme are advertising, education, urban planning, legislation, policy, research, food development, transport, partnership established in 2008. At the present time is important to prepare a comprehensive background document, which could serve as a basis for a multi-stakeholder activity in sphere of nutrition. Parties concerned in this programme are government, manufacturers, health professionals, NGO's, it is wished to cooperate with the Slovak League against Hypertension.
- § Before taking any action on benchmarking, the evaluation of, at least, the salt content in bread is needed.
- ∞ It will be possible to set the national benchmarks after having initial data of salt content in certain food groups and the consumption of certain food products.
- ** See website for benchmarks for certain food categories (see criteria by Finnish Heart Association), aim to reach population salt intake of 6g in women, 7g in men.
- †† The goal was to go from 9-10g salt/day in 2004 to 8g consumption of salt in 2008.
- ‡‡ Specific food categories to be elaborated further in 2008 and 2009.
- ⊗ Have not set a minimum benchmark for the reduction of salt in all foods, expect manufacturers to make regular, stepwise reductions in the salt levels in food and to reduce levels as far and as quickly as possible taking into account consumer safety and acceptability, targets were set taking into account the amount of salt that they contribute to the diet, reductions made to date, technical and food safety concerns as well as consumer acceptance.
- §§ And validation by public authorities.
- ∞ It will be possible to set the national benchmarks after having initial data of salt content in certain food groups and the consumption of certain food products.
- *** Decrease salt content of food categories by decreasing the number of highly salted foods (criteria for highly salted see national legislation on warning labels; criteria will tighten by 5-10% from June 2009). In addition, will increase the number of foods with reduced salt content such as foods that are entitled to the 'better choice' heart symbol.
- ††† Other food categories have been targeted by the Food Safety Authority of Ireland these are: across the product categories of bread and biscuits; meat products; soups, sauces and condiments; breakfast cereal; sandwiches; snacks; dairy products; non-dairy yellow fat spreads and ready meals, absolute target levels to be reached.
- ‡‡‡ Not focus on 5 categories, overall approach throughout all product categories is preferable.
- §§§ Elaborated further in 2008 and 2009.
- **** Voluntary salt targets published in March 06 are to be achieved by 2010, no % reduction targets but target salt levels for 85 categories reduction in order to achieve a consumption reduction from 9-10g salt per day to 8g per day in 2008 and 6gms intake of salt by 2010.
- No specific benchmarks for the different products, for some of these there are criteria in the Keyhole labelling system.
- †††† Respect the Belgian regulation (max 2% salt on dry matter).
- ▣ absolute target levels fixed for specific sub-food groups of the category to be reached , the reduction level of 15% for ready meals is not applicable for all subcategories of ready meals as the starting values vary a lot per category
- ◆ Many reformulation actions with industry are quiet complicated, most food products are imported. First, the strategy has to be defined that shall be developed for actions with industry and it has to be judged how feasible they can be, concerning this context.

AUSTRIA

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

(max. 200 words please) Currently there will be made a review of existing national data on the content of salt in various foods and also on food consumption. After that the product groups for which actions are necessary will be defined.

2) Is your national salt initiative part of a broader program?

Yes Which? ...Austrian nutrition Action plan (under development)

.....
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs Sept. 2008
- Set benchmarks and major food categories Dec. 2008.....
- Develop and implement actions to raise public awareness 2009.....
- Develop reformulation actions with industry/catering Jan. 2009.....
- Develop and implement plan to monitor actions & reformulation 2009.....
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? ...2008.....

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears: not yet defined

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|--------------------------|-----------------------------------|
| ● Bread | <input type="checkbox"/> | reduction by% inyears |
| ● Meat products | <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

Not yet defined

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

(max. 150 words please) not yet defined

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

(max. 150 words please)

BELGIUM

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

The salt reduction initiative is managed by the Federal Public Service of Public Health Safety of the food chain and Environment in the framework of the National Food and Health Plan (NFHP). A working group has been set up by the co-coördinators of the NFHP that consists of the Federation of the food industry and all sub-sector federations, the Federation of the distribution sector, consumer organisations and scientific experts in the domain of food technology, the Belgian food consumption survey and iodine deficiency.

Contact persons : Laurence Doughan (Laurence.Doughan@health.fgov.be)
Isabelle Laquiere (isabelle.laquiere@health.fgov.be)

2) Is your national salt initiative part of a broader program?

Yes Which? The National Food and Health Plan (www.monplannutrition.be)
www.mijnvoedingsplan.be)

.....
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs September 2008
- Set benchmarks and major food categories January 2008
- Develop and implement actions to raise public awareness September 2008
- Develop reformulation actions with industry/catering July 2007
- Develop and implement plan to monitor actions & reformulation September 2008
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? 2004 (timing of the Food Consumption Survey)

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

No overall benchmark set

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- Bread reduction by% inyears
Respect the Belgian regulation (max 2% salt on dry matter)
- Meat products reduction by% inyears

		Commitment for 2012	reduction
	cooked ham	826mg/100g	10%
	Salted products gerookt/gezouten spek, gerookte ham	1968 mg/100g	10%
	Salami	1574mg/100g	10%
	Cooked products Frankfurters	708mg/100g	10%
	Garlic sausages	708mg/100g	10%
	Sausages based on blood: Pensen, bloedpens	708mg/100g	10%
	Gyros, pitameat	708mg/100g	10%
	Luncheon (canned)	708mg/100g	10%

- Cheeses reduction by% inyears

Milk products	
Gouda young current	708mg/100g
Gouda aged current	767mg/100g

gouda old current	866mg/100g
Breaches cheeses current	492mg/100g
Semirigid cheeses current	732mg/100g
Gentle cheeses current	799mg/100g
Melt cheeses current	468mg/100g
Mozzarella	?
Other milk products (cream, milk, yoghurt, fresh cheese)	?

- Ready meals overall reduction commitment for the ready meals sector: 15% by 2012

This reduction level is not applicable for all subcategories of ready meals as the starting values vary a lot per category.

- Soups reduction by% inyears
Commitment for soups: 340 mg/100 g
- Breakfast cereals reduction by% inyears
- Fish products reduction by% inyears
- Crisps, savoury snacks reduction by% inyears
- Catering meals reduction by% inyears
- Restaurant meals reduction by% inyears

Groenten in blik/bokaal	
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- Sauces, condiments& spices reduction by% inyears
Target for 2012

Meal sauces	Tomato, cream, pasta sauces	1300mg/100g
Cold sauces	Mayonnaise, ketchup, dressings	1300mg/100g

- Potato products reduction by% inyears

Potato products	Target 2012
Frozen french fries 2012	118mg/100g
Cut specialities 2012	300mg/100g
Prepared specialities 2012	300mg/100g
Mashed potatos spec. 2012	300mg/100g
Frozen mashed potatos 2012	300mg/100g
Frozen mashed potatos Nature 2012	0
Rösti 2012	300mg/100g
Bio mashed potatos 2012	0
Bio croquettes 2012	300mg/100g

- Canned vegetables/ vegetables in glass
Target by 2012

Groenten in blik/bokaal	246mg/100g
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7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

A public awareness campaign is prepared in the framework of the National Food and Health Plan). 2 communication tools are prepared: 1) a brochure (naming “the unsalted truth or a salted bill”) is focusing on truths about salt consumption and 2) a calculator tool (calculating sodium to natrium and vice versa and also indicating levels of high in salt, medium salt and low in salt) will be distributed with the help of the federation of the distribution sector, pharmacists, general practioners and the Belgian Cardiological Liga. The Federal Minister of Public Health will launch the campaign in January 2009 as 2009 is nominated as the year of “hypertency or high blood pressure”.

(max. 150 words please)

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other: asking Federation of the food industry, distribution sector and catering sector to sensibiliser subsector in order to submit their individual reduction plan

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Self reporting framework: The federation of the food industry, all subsectors and the Federation of the distribution sector have provided their written commitments to reduce salt consumption to the co-coordinators of the National Food and Health Plan. These commitments were discussed in the working group in an overall way. Some sectors requested an individual meeting with the president of the working group and the co-coordinator of the NFHP to clarify their position.

Monitoring salt intake in relation to food consumption habits (based on the Belgian food composition table): In September 2008 a scientific evaluation of all commitments has been initiated in collaboration with the Institute of Public health and the University of Ghent. The aim is to evaluate and compare the salt intake with and without the salt reduction commitments. In this way, the salt intake due to prepared food and natural present sodium will be evaluated based on the food consumption habits (Food consumption survey among adults above 15 years. www.iph.fgov.be/nutria)

Monitoring salt content in food: The salt content of bread is controlled officially by the Federal Agency on Food chain Safety) as part of the monitoring program (salt in BELGIAN bread is strictly regulated by a Royal Decree of 1985). The Agency has been informed on the salt reduction initiative.

Awareness of consumers: see description of campaign above

Sodium excretion survey: a study will be conducted among 300 belgian adults (taking into account a good distribution for education level and man/woman ratio.)

(max. 150 words please)

BULGARIA

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

(max. 200 words please) National salt initiative was approved from the National Coordination Committee of Bulgarian FNAP in 2007. Activities are planned for overall positive change of the national nutrition pattern but with special aspect for salt intake reduction. It is one of the main problems in Bulgarian diet.

2) Is your national salt initiative part of a broader program?

Yes Which?Food and Nutrition Action Plan , 2005 - 2010.....
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other: Banning the availability of salters in school canteens.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs 2007.....
- Set benchmarks and major food categories 2008.....
- Develop and implement actions to raise public awareness 2005.....
- Develop reformulation actions with industry/catering 2007.....
- Develop and implement plan to monitor actions & reformulation 2000.....
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? ...2009 in the national nutrition survey we will determine sodium excretion level in the urine of sub-sample from all age groups.,
2004 – basis for salt intakes assessed by 24 h recalls

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of12.... % over4...years

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|----------------------------|--|
| ● Bread | x <input type="checkbox"/> | reduction by ...10.....% in ...4.....years |
| ● Meat products | x <input type="checkbox"/> | reduction by ...15.....% in ...4.....years |
| ● Cheeses | x <input type="checkbox"/> | reduction by ...10.....% in ...4.....years |
| ● Ready meals | x <input type="checkbox"/> | reduction by ...15.....% in ...4.....years |
| ● Soups | x <input type="checkbox"/> | reduction by ...15.....% in ...4.....years |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | x <input type="checkbox"/> | reduction by ...15.....% in ...4.....years |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | x <input type="checkbox"/> | reduction by ...10.....% in ...4.....years |
| ● Restaurant meals | x <input type="checkbox"/> | reduction by ...10.....% in ...4.....years |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | x <input type="checkbox"/> | reduction by ...15.....% in ...4.....years |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

(max. 150 words please) 2 press conferences organized on national level, special TV/radio broadcasts, newspaper publications done, food based dietary guidelines for adults, childrens 3-6 years, schoolchildren 7-19 years were developed, under promotion: salt reduction initiative is included and stressed on this guideline, partners: industry, health sector, media, NGO's

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies x
- Direct agreements with industry sectors (bakeries...) x
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry x
- Monitoring salt content of foods, intake data x
- Awareness of consumers / behavioural change in consumers x
- Sodium excretion surveys x
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

(max. 150 words please) We collected data for current salt content in different bakery products from the producers, started to analyse their real Na content. It is forthcoming to do the same for meat products, cheeses. In the next national nutrition survey we will introduce indicator sodium excretion by urine. We plan to include analyses of ready meals and the basic target foods for Na content from the Regional Public Health Control and Protection Inspectorates in the frames of their regular control activities.

CYPRUS

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

The Ministry of health in Cyprus has decided to go ahead and follow the salt initiative actions that are taken in European Union. Last July we formed a committee to deal with the subject. The contact point is Eliza Markidou, Clinical Dietician A, who is also presiding the committee. The other members are a Medical Doctor, a renal doctor, the president of the Cyprus Diet Consumers may choose to buy organic fruit, vegetables and meat because they believe them to be more nutritious than other food. However, the balance of current scientific evidence does not support this view.

2) Is your national salt initiative part of a broader program?

Yes Which?national Food based dietary Guidelines

.....
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs
- Set benchmarks and major food categories Done already according to WHO Develop and implement actions to raise public awareness
 We will
 1. print leaflet for the consumers ,
 2. place advertisement in newspapers and magazines
 3. Develop a booklet with a story for children
 - 4 The National day for nutrition 2009 will be devoted to the salt initiative

- Develop reformulation actions with industry/catering start meeting with industry on the 29-9-2008
- Develop and implement plan to monitor actions & reformulation
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of 1-2..... % over ...5.....years

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|----------------------------|-----------------------------------|
| ● Bread | x <input type="checkbox"/> | reduction by% inyears |
| ● Meat products | x <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | x <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | x <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | x <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | x <input type="checkbox"/> | reduction by% inyears |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

We decided to take the following actions to raise awareness of the public about salt: 1. Print A leaflet with informations for salt and distribute it to the public, 2 Place advertisements to the magazine and to newspaper 3. Start a campaign with the media 4. Design and print a booklet for the children (story) 5. Organise seminar for teachers and parents to inform them for this salt initiative 6. Devote the next national day for nutrition to the salt initiative (10 of May 2009) We plan to work with the media, consumer associations , parents associations etc

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...) x
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans x
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry x
- Monitoring salt content of foods, intake data x
- Awareness of consumers / behavioural change in consumers x
- Sodium excretion surveys
- other:...Questionnaire with diet recall and food analysis . research to be finished by 2010
.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

(max. 150 words please)

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

(max. 200 words please)

2) Is your national salt initiative part of a broader program?

Yes Which? We plan that it will be a part of activities and of campaign, which is planned for several next years, which are aimed at healthy life style and healthy diet as a whole; as a part of activities focused on prevention of overweight and obesity.

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs
- Set benchmarks and major food categories
- Develop and implement actions to raise public awareness2009
- Develop reformulation actions with industry/catering
- Develop and implement plan to monitor actions & reformulation
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|--------------------------|-----------------------------------|
| ● Bread | <input type="checkbox"/> | reduction by% inyears |
| ● Meat products | <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

(max. 150 words please)

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Dietary exposition to the sodium is surveyed by the National Institute of Public Health from 1996. Salted kinds of bakery products and instant soups belonged to the most important sources of absolute exposition to salt in survey made in 2004/2005. Cheeses and meat products were the richest sources of salt counted on kilos of food (except concentrates).

GERMANY

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

(max. 200 words please)

Up to now Germany has not started a salt initiative.

(1) For many years, official institutions in Germany recommend a moderate salt intake.

(2) The rationale not to put salt on the agenda for measures to protect consumers is the lack of convincing evidence. Based on several observations from different national nutrition surveys, the salt intake in Germany is regarded as relatively low: The intake of women is near to official recommendations, men eat more salt, but again this intake is less than in other countries. In view of the fight against high blood pressure, there is much evidence that our nationwide and comprehensive fight against obesity will be more efficient than isolated measures to decrease salt intake.

(3) The worldwide campaign initiated recently by the WHO and adopted by the EU-Commission was taken as an occasion to examine our position. Therefore:

- We will examine our recent data from the National Nutrition Survey under the view of different recipes for different meals (i.e. the problem of the usage of iodized salt in Germany)
- In 2009 we will start to explore sodium excretion in the German population in order to measure the total salt intake (catchword: individual salting).
- We asked competent institutions in Germany to examine the evidence for further reduction of the salt intake, when the intake is already on a relatively low level.
- We will cooperate with the EU-initiatives to strengthen further the awareness of the German population for moderation in salt usage.
- We will explore the German experiences with minimizing concepts (e.g. acrylamide) to foster risk-benefit considerations when changing specific ingredients in foods.

2) Is your national salt initiative part of a broader program?

Yes

Which?

No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs ...see 1)
- Set benchmarks and major food categories
- Develop and implement actions to raise public awareness 2009 if necessary
- Develop reformulation actions with industry/catering ...see 1).....
- Develop and implement plan to monitor actions & reformulation ...see 1).....
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- Bread reduction by% inyears
- Meat products reduction by% inyears
- Cheeses reduction by% inyears
- Ready meals reduction by% inyears
- Soups reduction by% inyears
- Breakfast cereals reduction by% inyears
- Fish products reduction by% inyears
- Crisps, savoury snacks reduction by% inyears

- Catering meals reduction by% inyears
- Restaurant meals reduction by% inyears
- Sauces, condiments& spices reduction by% inyears
- Potato products reduction by% inyears

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

(max. 150 words please)
see 1)

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

(max. 150 words please)

DENMARK

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

The Danish initiative includes:

1. Information to consumers on major contributors to daily salt intake and how to reduce it.

On www.altomkost.dk and in several publications, The Danish Veterinary and Food Administration gives information about healthy eating and physical activity. These include information about salt requirement, salt sources and advice on how to reduce the intake.

2. The formulation of guidelines for healthy canteens.

The Danish Veterinary and Food Administration has in February 2008 in collaboration with the National Food Institute formulated guidelines, including a recommendation on how to cut down the use of salt in canteens.

2) Is your national salt initiative part of a broader program?

Yes Which?described at point 1 and 7

No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- | | |
|--|-------------------------------------|
| 1. Collect data on salt consumption and major contributing food categories | <input type="checkbox"/> |
| 2. Setting of benchmarks and major food categories | <input checked="" type="checkbox"/> |
| 3. Actions to raise public awareness | <input checked="" type="checkbox"/> |
| 4. Actions to inspire industry/catering to reformulate food products | <input checked="" type="checkbox"/> |
| 5. Monitoring & evaluation of actions and reformulation activities | <input checked="" type="checkbox"/> |
| 6. other:..... | <input type="checkbox"/> |

When did you start working or when do you plan to start working on each of the 5 key elements?

- | | |
|--|-----------|
| 1. Determine additional data needs | 2009 |
| 2. Set benchmarks and major food categories | 2008/2009 |
| 3. Develop and implement actions to raise public awareness | ongoing |
| 4. Develop reformulation actions with industry/catering | 2008/2009 |
| 5. Develop and implement plan to monitor actions & reformulation | 2008/2009 |
| 6. other:..... | |

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? Expected to be Dec. 2009... *dialogs with the food industries are ongoing. Some companies have already reduced the salt content considerably. Therefore we have accepted the baseline start to Jan.2007.*

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

The Ministry of Food, Agriculture and Fisheries will work for an overall salt reduction benchmark of 16 % over 4 years.

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|--------------------------|-----------------------------------|
| ● Bread | <input type="checkbox"/> | reduction by% inyears |
| ● Meat products | <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

This will subsequently be determined in dialog with the industry.

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

Continue initiatives described at point 1 together with more information about salt in existing publications. In addition, next couples of years focus will be concentrated at:

1. Participation in a Nordic nutritional food labeling.

We expect to notify the Nordic nutritional food labeling the 1st of October 2008.

The labeling is on a voluntary basis. Information will be provided on the package of the food products to help consumers choose within different food groups in regard to fat-, sugar-, and salt content. Some products will also contain information about whole grain and dietary fiber.

2. Dialog with the food industries.

There is a need to work together (on a voluntary basis) with the food industries in order to explore possibilities and technical solutions for decreasing the salt content in products that contribute to a high salt intake such as bread, meat products, cheeses and ready meals.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans

Other. *We will discuss possibilities and technical solutions for decreasing the salt content with the industries and organizations. And we expect an agreement for decreasing salt content in products that contribute to a high salt intake such as bread, meat products, cheeses and ready meals.*

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Salt intake is going to be measured in 2009 and again in 2014 in a not yet specified number of samples in the selected food groups.

Sodium excretion has been measured in 114 24-h urine samples and in 3500 randomly selected spot urine samples in 2004-05. Furthermore, sodium excretion in 24-h urine samples, and intake of household salt using a lithium marker technique, were investigated in 2006 in 86 subjects. The results from these studies are used as baseline measures. Depending on the necessary funding two studies will be carried out in 2014 comparable to the above studies: total salt and household salt will be assessed in 100 subjects, and sodium content will be assessed in 500 randomly selected spot urine samples. The results will give an idea of the change in total salt intake and will show whether the intake of household salt increases when the intake from industrial produced food decreases.

ESTONIA

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

Regulations

Government of the Republic Regulation No. 324 of 19 December 2003, entered into force 1 January 2004 (Requirements for the labelling of foodstuffs and procedure for labelling and presentation of information in any other manner)

According to this regulation, the maximum percentage by weight of cooking salt (sodium chloride) shall be indicated in the following food:

- 1) butter, margarine and other emulsified fats;
- 2) cheese and cheese products, and cottage cheese;
- 3) sausages and other meat products;
- 4) fishery products;
- 5) ordinary bakers' wares;
- 6) unroasted or roasted cereal flakes or puffed cereals with or without additives;
- 7) salads;
- 8) broths, soups and sauces, including powdered or concentrated;
- 9) casseroles, and minced meat, liver and fish dishes;
- 10) mixtures of spices or herbs containing salt.

Nationwide Strategies

During previous years, the particular emphasis of the Estonian National Strategy for the Prevention of Cardiovascular Diseases 2005-2020 (the CVD prevention strategy) has been on fruit and vegetables. There has been much less emphasis on the more critical heart health dietary issues: salt and saturated fat.

Within the framework of the Strategy, new nutrition recommendations and food based dietary guidelines have been prepared based on the "Nordic Nutrition Recommendations 2004 –Integrating Nutrition and Physical Activity" and on recommendations of the Estonian experts.

In 2005, the Estonian computer program about nutrition was created which allows people to assess the healthfulness of their nutrition, to get nutritional information, to use three different calculators and to compare their results with general nutrition recommendations. The program allows to look up a food by name, fast foods, brand name groceries, and ingredients (including salt) to learn its detailed nutritional value.

Activities are already underway to improving standards (the renewed regulation entered into force in 2008), training and quality control in the catering industry on choosing ingredients and improve nutritional standards in schools.

For the general population (including adults and children), articles and advices are available through the web-site www.terviseinfo.ee

In October 2008, a training course to food producers was carried out to encourage them to reformulate their products to reduce levels of salt.

However, there is greater potential impact to be achieved through population approaches to reduce cholesterol and hypertension through targeting salt.

An Action Plan for years 2009-2012 (not yet officially approved)

Informing the public on a labelling system for foodstuffs via different information channels. Increasing public awareness of the need to reduce salt in their diets through public campaigns.

Working with the food industry and the Ministry of Agriculture to reformulate products reducing salt – this action depends on the need. In order to elucidate the opportunities and establishing targets, the nationwide nutrition survey must be carried out and the electronic food and nutrition database have to be fully implemented (it is composed of 4 modules, including the database of chemical contents, the database of nutrition surveys and research, etc. The whole approach is based on a voluntary salt reduction by establishing self-regulation measures.

.Firstly, the focus will be on food producer, catering and canteens will be left to a later phase.

Further developing the electronic nutrition database.

2) Is your national salt initiative part of a broader program?

Yes The Estonian National Strategy for the Prevention of Cardiovascular Diseases 2005-2020 (under the responsibility of the Ministry of Social Affairs of Estonia).
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs next year.....
- Set benchmarks and major food categories
- Develop and implement actions to raise public awareness next year.....
- Develop reformulation actions with industry/catering
- Develop and implement plan to monitor actions & reformulation
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?

Because of the absence of systematic monitoring of the present salt content in products and the absence of exact objective data about consumption, it is difficult to predict the required reduction of the salt content in products and the salt intake to any concrete level.

Routine national behavioral surveys of adults, children and adolescents take place at regular intervals.

Self-reported data, including dietary habits, among adults is monitored by the *Health Behaviour among Estonian Adult Population Study* (FinBalt)(HBaEAP) which is administered by the National Institute for Health Development. The study has been carried out every other year since 1996.

Self-reported data on dietary habits among children and adolescents is monitored by the *Health Behaviour among School-Aged Children Study* (HBSC) which is administered by the National Institute for Health Development. The study is carried out in every four years.

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

It will be possible to set the national benchmarks after having initial data of salt content in certain food groups and the consumption of certain food products.

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- Bread reduction by% inyears
- Meat products reduction by% inyears
- Cheeses reduction by% inyears
- Ready meals reduction by% inyears
- Soups reduction by% inyears
- Breakfast cereals reduction by% inyears

- Fish products reduction by% inyears
- Crisps, savoury snacks reduction by% inyears
- Catering meals reduction by% inyears
- Restaurant meals reduction by% inyears
- Sauces, condiments& spices reduction by% inyears
- Potato products reduction by% inyears

Please take a look at the previous comments.

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

The campaign is planned to be launched next year. At this stage, the details are not available since the Action Plan and budget is not yet officially approved.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

In October 2008, the seminar for ready meal producers was organized. Future plans are explained under the question 1.

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

(max. 150 words please)

GREECE

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

Since May 2008, the National Nutrition Policy Committee of the Greek Ministry of Health and Social Solidarity is dealing with the “salt initiative”. The lack of nationally representative values for salt content of bread and the wide spread of very small size enterprises which produce bread, hinder the development of a national plan of action. Nevertheless, it was decided to develop an activity taking into account all parameters and difficulties.

In the proposed National Action Plan for the Healthy Nutrition and the Nutrition Disorders of the Greek Ministry of Health and Social Solidarity, actions are described for the reduction of salt content in foods.

Particularly:

Action 1: The adoption of a Legislation concerning Obligatory Nutrition labelling, on every food package, informing for nutrition facts, including salt and fat content.

Action 2: Advertising measures for the promotion of Healthy food with low salt and fat content.

Action 3: Promotion for the adoption of a healthier nutritional attitude, especially for children, giving attention to the consumption of products containing less salt, fat and sugar.

Action 4: Production of foods containing less salt, fat, sugar in collaboration with the food industry.

Contact point : (Dr Kakalioura Josephin (gkontele@yahoo.gr))

2) Is your national salt initiative part of a broader program?

Yes National Action Plan for the Healthy Nutrition and the Nutrition Disorders of the Greek Ministry of Health and Social Solidarity, which is not yet adopted in a legal framework.

3) Key elements

➤ Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories NO
- Setting of benchmarks and major food categories NO
- Actions to raise public awareness NO
- Actions to inspire industry/catering to reformulate food products NO
- Monitoring & evaluation of actions and reformulation activities NO
- other: It is planned with other stakeholders, such as food industries and N.G.Os specific actions to be discussed.

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs June 2008
- Set benchmarks and major food categories
- Develop and implement actions to raise public awareness
- Develop reformulation actions with industry/catering
- Develop and implement plan to monitor actions & reformulation
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?

Before taking any action on benchmarking, the evaluation of , at least, the salt content in bread is needed.

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- Bread reduction by% inyears
- Meat products reduction by% inyears
- Cheeses reduction by% inyears
- Ready meals reduction by% inyears
- Soups reduction by% inyears

- Breakfast cereals reduction by% inyears
- Fish products reduction by% inyears
- Crisps, savoury snacks reduction by% inyears
- Catering meals reduction by% inyears
- Restaurant meals reduction by% inyears
- Sauces, condiments& spices reduction by% inyears
- Potato products reduction by% inyears

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

From the March 2008, the Greek Ministry of Health and Social Solidarity has started a Promotional campaign for raising public awareness on children’s obesity. This campaign includes the cooperation of many partners such as: Greek Ministry of Education, Ministry of Transportations, Ministry of Culture, mass media, consumer’s organizations and, food industries.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other: When the information for setting benchmarks are available, before final decision, the issue will be discussed with representatives of the bakers union. This activity will be undertaken under the guidelines of the National Nutrition Policy Committee of the Greek Ministry of Health and Social Solidarity and other stakeholders.

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

(max. 150 words please)

SPAIN

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

We are currently aboarding a National Salt Reduction Plan, that includes studies to know the salt consumption in Spanish population and the main sources of salt, the implementation of actions to raise public awareness, and the promotion of food education at school. It is also expected to start negotiations in order to establish agreements with food industries concerning reformulation since first quarter of 2009. These initiatives will be developed by Spanish National Food Safety and Nutrition Agency.

2) Is your national salt initiative part of a broader program?

Yes Which? NAOS STRATEGY for nutrition, physical activity and prevention of obesity.....
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs 2008-2009.....
- Set benchmarks and major food categories 2009.....
- Develop and implement actions to raise public awareness 2009.....
- Develop reformulation actions with industry/catering 2009.....
- Develop and implement plan to monitor actions & reformulation 2009-2012.....
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? 2009.....

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of ...16..... % over4.....years

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|-------------------------------------|---|
| ● Bread | <input checked="" type="checkbox"/> | reduction by ...tbd.....% inyears |
| ● Meat products | <input checked="" type="checkbox"/> | reduction by ...tbd.....% inyears |
| ● Cheeses | <input checked="" type="checkbox"/> | reduction by ...tbd.....% inyears |
| ● Ready meals | <input checked="" type="checkbox"/> | reduction by ...tbd.....% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

There is planned a public campaign in order to raise public awareness. This actions is already confirmed to be developed, but it is not yet completely defined.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

We are currently developing a working group with specific duties on developing monitoring and evaluation systems, but they are in a design phase.

FINLAND/Sirpa Sarlio-Lähteenkorva

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative**Please give a broad description of your national salt initiative**

Finland has a long history of salt reduction initiatives, starting from North Karelia programme in the 1970's. Systematic work has been done to educate and inform the public and by working with the industry. Based on urinary sodium excretion studies, salt intake from 1979 to 2002 decreased by 23% to 10 grams in men, and by 28% to 7,6 grams in women. The most recent dietary survey in 2007 suggests that it has further decreased to 9,3 g in men and to 6,8 g in women (underreporters excluded).

Currently we aim to further decrease salt content of foods and salt intake by the following means:

- 1) National legislation on compulsory "warning labelling" of high salt foods has been established since the beginning of 1990's and subsequently revised. The newest revision, in January 2008, will tighten the definition of high salt food by 5-10% from June 2009.
- 2) Voluntary "better choice" labelling for foods low in salt, saturated fats and sugar, and high in fibre was launched by Finnish Heart Association in 2000 and the criteria for "better choice meals" for food services was introduced in January 2008 (for details see: http://www.sydanmerkki.fi/sydanmerkki_tuotteet/etusivu/fi_FI/englanniksi/)
- 3) Information campaigns about salt have been run by various stakeholders such as the Finnish Food Safety Authority Evira, NGO's and the food industry
- 4) Guidelines on how to include nutritional criteria (such as salt) in food service procurements will be available by the end of 2009
- 5) Industry has reformulated products so that salt levels are below that of "highly salted" warning labelling. This has meant that from the beginning of the 1990's salt levels in bread, meat products, cheeses and ready meals and some other product groups have decreased by about 20-25 %. The new limits for "highly salted" will further decrease the salt content of various products.

2) Is your national salt initiative part of a broader program?

- Yes Currently implementation of National Nutritional Guidelines (2005) and Government resolution on development guidelines for health-enhancing physical activity and nutrition (2008)
- No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories x
- Setting of benchmarks and major food categories x
- Actions to raise public awareness x
- Actions to inspire industry/catering to reformulate food products x
- Monitoring & evaluation of actions and reformulation activities x
- other: Mandatory labelling of salt in certain food and mandatory x
- warning labels for high salt foods x

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs to be discussed
- Set benchmarks and major food categories done (see Finnish Heart Association)
- Develop and implement actions to raise public awareness on-going
- Develop reformulation actions with industry/catering on-going
- Develop and implement plan to monitor actions & reformulation on-going
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? Spring 2007

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

We have set benchmarks for certain food categories (see criteria by Finnish Heart Association http://www.sydanmerkki.fi/sydanmerkki_tuotteet/etusivu/fi_FI/englanniksi/)

Overall salt reduction benchmark of % over ...years

We aim to decrease salt in take of the population towards 6 g in women and 7 g in men.

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

We aim to decrease the salt content of food categories below by decreasing the number of highly salted foods (criteria for highly salted, see national legislation on warning labels; criteria will tighten by 5-10% from June 2009). In addition, we will increase the number of foods with reduced salt content such as foods that are entitled to the “better choice” heart symbol.

● Bread	x	reduction by% inyears
● Meat products	x	reduction by% inyears
● Cheeses	x	reduction by% inyears
● Ready meals	x	reduction by% inyears
● Soups	x	reduction by% inyears
● Breakfast cereals	x	reduction by% inyears
● Fish products	x	reduction by% inyears
● Crisps, savoury snacks	<input type="checkbox"/>	reduction by% inyears
● Catering meals	x	reduction by% inyears
● Restaurant meals	<input type="checkbox"/>	reduction by% inyears
● Sauces, condiments& spices	x	reduction by% inyears
● Potato products	<input type="checkbox"/>	reduction by% inyears

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

We will raise public awareness related to salt reduction in various ways such as:

- Children and families are offered more information and support to adopt healthy dietary habits with low salt intake
- Basic information about healthy diet (including low salt intake) is a part of Finnish basic education compulsory to all pupils
- Consumer awareness of salt content of certain foods will be increased since we have compulsory warning labels for high salt foods and compulsory labelling of salt in many food categories
- The Finnish Food safety authority Evira has launched an information leaflet on salt (2008), and will run a campaign to increase consumer awareness on information on food labels
- Many NGO's (Finnish Health Association, Diabetes Association etc.) conduct campaigns to raise public awareness on the issues of salt and health within a broader message about health.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other: working together with Finnish Food and Drink Industries' Federation and Finnish Grocery Trade Association to increase awareness of salt issues and encourage reformulation

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data

- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Dietary intake of salt in a representative population sample will be monitored as part of Finnravinto Survey in the spring 2012, and sodium excretion surveys may be conducted simultaneously. The number of products and food services with « better choice » -label will be followed by Finnish Heart Association. Finnish Food and Drink Industries' Federation and Finnish Grocery Trade Association will gather information about reformulation and products in the market. Consumer awareness of salt will be monitored as part of consumer surveys.

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? ...2002.....

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

The goal was to reduce from 9-10g salt/day in 2004 to 8g the consumption of salt in 2008

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|--------------------------|---|
| ● Bread | <input type="checkbox"/> | reduction by ...20. % in ...5.....years |
| ● Meat products | <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

For others: no specific goals

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

(max. 150 words please) Action about global foods, by the French Agency (public) INPES

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans x*
- Asking each industry sector to submit their individual reduction plans x*
- other:.....

* and validation by Public authorities

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data x
- Awareness of consumers / behavioural change in consumers x
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

(max. 150 words please) Reduction of the salt intake (on a national representative sample) from 9-10g in 1999 to 8.5g/day in 2006

HUNGARY

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

1. In 2003, National Public Health Programme 2003-2013 was accepted by the government. On one hand, information about healthy nutrition (also about low salt intake) among the broadest possible segment of public is planned to disseminate as part of the Programme. Furthermore, the intention is to offer appropriate basic information to everyone involved professionally on any level of the food chain (teachers, health visitors, physicians, NGOs, nutritional managers and public meal providers). To boost the effectiveness of the information, the intention is to cooperate with the food trades in connecting information-transfer campaigns with food-promotion campaigns. On the other hand, reformulation of the products is also aimed by the Programme.
2. A national representative nutritional survey was carried out in 2003-2004. Thus, comprehensive database about the nutritional habits and salt intake of the Hungarian population is available. In addition, Hungarian Central Statistical Office regularly monitors the buying costumes of the population.
3. National Institute for Food and Nutrition Science is planned to be the contact point.

2) Is your national salt initiative part of a broader program?

- Yes **Which?** National Public Health Programme 2003-2013;
1st National Nutrition Action Plan
- No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs ...April 2008...
- Set benchmarks and major food categories2009.....
- Develop and implement actions to raise public awareness2009.....
- Develop reformulation actions with industry/catering2009.....
- Develop and implement plan to monitor actions & reformulation2010.....
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? ...2003.....

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of ...16 % over ...4.....years

6) Major food categories and specific benchmarks for salt reduction - to be discussed

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|--------------------------|-----------------------------------|
| ● Bread | <input type="checkbox"/> | reduction by% inyears |
| ● Meat products | <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

As it was mentioned above, a public awareness raising campaign is planned to implement in 2009. According to our plans, most of the stakeholders (NGOs, industry, media, health and education sector) will be involved. Some details, however, have to be discussed in the near future.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans X
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry X
- Monitoring salt content of foods, intake data X
- Awareness of consumers / behavioural change in consumers X
- Sodium excretion surveys X
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Actions are mentioned above.

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

National Salt Initiatives – see attached document

2) Is your national salt initiative part of a broader program?

Yes Which? ...An independant programme – but other NGO activities to reduce hypertension also focus on salt reduction.....
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....action 4 not to ‘inspire industry/catering’ but to work with them

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs 2003/2004.....
- Set benchmarks and major food categories 2004.....
- Develop and implement actions to raise public awareness 2004 & 2008.....
- Develop reformulation actions with industry/catering 2004.....
- Develop and implement plan to monitor actions & reformulation 2004 and annually...
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?2004.....

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Target for Food Safety Authority of Ireland programme : 6gms intake of salt by 2010

Overall salt reduction benchmark of ...16..... % over4.....years (are using EU common target now)

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|----------------------------|---|
| ● Bread | x <input type="checkbox"/> | reduction by ...16...% in4....years |
| ● Meat products | x <input type="checkbox"/> | reduction by ...16 % in4....years |
| ● Cheeses | x <input type="checkbox"/> | reduction by ...16...% in4....years |
| ● Ready meals | x <input type="checkbox"/> | reduction by ...16...% in ...4.....years |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

Other food categories have been targeted by the Food Safety Authority of Ireland these are: across the product categories of bread and biscuits; meat products; soups, sauces and condiments; breakfast cereal; sandwiches; snacks; dairy products; non-dairy yellow fat spreads and ready meals.

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

Raising public awareness – see attached document
Funding for campaigns by Department of Health and Children is unlikely in next few years but

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies X
- Direct agreements with industry sectors (bakeries...) X
- Asking single companies to submit their individual reduction plans X
- Asking each industry sector to submit their individual reduction plans X
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry X
- Monitoring salt content of foods, intake data ?
- Awareness of consumers / behavioural change in consumers X
- Sodium excretion surveys (for baseline for 2008) X
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Monitoring- see attached document
Funding for monitoring by Department of Health and Children is unlikely in next few years but Department will work with the Food Industry and NGOs on this.

ITALY

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible

The Italian government initiative, led by the Ministry of health, is based on institutional alliance with Regions and municipalities and partnership with food industries, distribution networks and consumers associations. We have established a National platform which have many objectives that we aim to meet, including one in relation to salt reduction. So in the National Platform there is a specific working group with: health professionals, associations of bakers, epidemiologists and medical officers of the Ministry of health. This working group has defined some goals:

1. Reduce salt intake in the population at the level recommended by WHO
2. Have agreement with the bakers on a salt reduction in all kind of bread
3. Reduce salt content in those products found to be the most important vehicles of salt. (Food industry are evaluating salt content in their products and are willing to reduce this. Target are set)
4. Launch public information campaigns on overall nutrition, also on the necessity of salt reduction, through the National program "Gaining Health".
5. Other activities of salt reduction strategy are:
 - surveillance programme of salt contents in food products developed together with Consumers associations (some products very common between young people - pop corn, chips)
 - monitor the salt content of bread during the process of reduction in the next years
 - evaluate the effect on people health (especially regarding high pressure)

2) Is your national salt initiative part of a broader program?

- Yes Which? ...It's a part of a national plane:"Gaining Health" that's a coordinated action plane for counteracting 4 leading risk factors for non communicable disease: physical inactivity, poor nutrition, alcohol, tobacco consumption
- No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories X
- Setting of benchmarks and major food categories
- Actions to raise public awareness X
- Actions to inspire industry/catering to reformulate food products X
- Monitoring & evaluation of actions and reformulation activities X
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs ...2008/2009.....
- Set benchmarks and major food categories
- Develop and implement actions to raise public awareness ...2008/2009.....
- Develop reformulation actions with industry/catering ...2008/2009.....
- Develop and implement plan to monitor actions & reformulation ...2009/2010.....
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? ...1997

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of ...10..... % over ...2/3.....years

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- Bread X reduction by ...10...% in ...2 .years
- Meat products X reduction by% inyears
- Cheeses X reduction by% inyears
- Ready meals X reduction by% inyears
- Soups reduction by% inyears
- Breakfast cereals X reduction by ...38...% since 1999
- Fish products reduction by% inyears
- Crisps, savoury snacks reduction by% inyears

- Catering meals reduction by% inyears
- Restaurant meals reduction by% inyears
- Sauces, condiments& spices reduction by% inyears
- Potato products reduction by% inyears

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

Our actions:

- Develop a concerted approach with industrial and handicraft production to facilitate the reformulation of products. An effective approach must include the identification of products at higher salt content.
- develop an awareness and responsibility towards the areas of catering.
- Promote multimedia communication campaigns (Television, booklets, magazines, etc.) to increase awareness of citizens about the importance of reducing salt intake (preferring, in a moderate use, the iodized salt)
- Involve medical doctors and paediatricians, that are the most important professionals for communication and promotion of healthy lifestyles
 - Increase public awareness of world production, especially of small local producers, through information events to support the process of adaptation of products, ensuring the preservation of cultural traditions and dietary habits of the population (in cooperation with National Platform, NGOs, health sector)
- Promote agreements with industries to improve the labelling of products, adapting to the requirements of completeness and simplification
 - Involve food catering sector (restaurants, pubs, bar ande "Fast food") to make easily available low-salt foods and dishes.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

The overall objective is to obtain reliable information on the average consumption of sodium, potassium and iodine per capita in the Italian population on a regional basis, by age groups and in relation to the presence of hypertension.

To monitor actions and evaluate the results, we are planning

- 1) select a representative sample of the population on a regional basis, by sex and age
- 2) obtain a well-executed collection of urine for 24 hours and demographic and anthropometric information
- 3) measure the content of sodium, potassium and iodine in the samples
- 4) determine the real content of sodium in some foods among those most relevant for the intake of

The activities will be repeated on a regular basis in order to assess the effectiveness of measures implemented to reduce the contribution salt in food and to reduce the contribution sodium discretion.

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

State Food and Nutrition Strategy and Action Plan for 2003-2010 determines actions to inspire industry to reformulate salt amount in food products. In 2008 an initiation to create national platform of food industry companies was realized. It was created national platform which interested to produce healthier products. Also Food Consumption Monitoring of 2006-2007 was carried out. The monitoring included a question on salt consumption. The results have shown the abundant adult salt consumption (8-10 g/day). Therefore it is planned to raise public awareness about this problem.

2) Is your national salt initiative part of a broader program?

Yes Which? State Food and Nutrition Strategy and Action Plan for 2003-2010
 No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs2010.....
- Set benchmarks and major food categories2008.....
- Develop and implement actions to raise public awareness2004.....
- Develop reformulation actions with industry/catering2008.....
- Develop and implement plan to monitor actions & reformulation2010.....
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?2013.....

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of10.... % over5...years

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|-------------------------------------|---|
| ● Bread | <input checked="" type="checkbox"/> | reduction by ...10...% in ...5....years |
| ● Meat products | <input checked="" type="checkbox"/> | reduction by ...10...% in ...5....years |
| ● Cheeses | <input checked="" type="checkbox"/> | reduction by ...10...% in ...5....years |
| ● Ready meals | <input checked="" type="checkbox"/> | reduction by ...10...% in ...5....years |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input checked="" type="checkbox"/> | reduction by ...10...% in ...5....years |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

Industry, media and national platform of bakery, diary, confectionary, cheese and food retail industry is involved in raising public awareness.
Companies composed the National platform plan to produce products which contain smaller amount of salt and then promote these product as “healthy products”. National platform will encourage other companies of industry to join the platform. Media will promote products which contain smaller amount of salt and healthy nutrition also. Discussions raising public awareness will be initiated on TV. Articles will be published in popular newspapers and journals also.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Lithuania plans to monitor salt reduction results. The monitoring plan will be adopted in 2009 and carried out in 2013.

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

Most awareness campaigns (cardio-vascular prevention, hypertension prevention, healthy nutrition campaigns,...) are and continue to be accompanied by messages for a reduced salt consumption, according to the recommendations of the WHO. A moment ago, following a study on salt concentration in bread products, a first meeting with the bakery federation took place where salt reduction in bakery products was the main subject. The coordination of all these actions is provided by the Ministry of Health.

2) Is your national salt initiative part of a broader program?

Yes X Which? National programme “Healthy Nutrition and Physical Activity”
 No

3) Key elements

Which of the following 5 key elements and additional elements does your national salt initiative comprise?

- 7. Collect data on salt consumption and major contributing food categories X
- 8. Setting of benchmarks and major food categories X
- 9. Actions to raise public awareness X
- 10. Actions to inspire industry/catering to reformulate food products X
- 11. Monitoring & evaluation of actions and reformulation activities X
- 12. other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- 7. Determine additional data needs Not defined yet
- 8. Set benchmarks and major food categories Not defined yet
- 9. Develop and implement actions to raise public awareness Continuously
- 10. Develop reformulation actions with industry/catering See Note¹

11. Develop and implement plan to monitor actions & reformulation See Note¹
12. other: **Note¹** Many reformulation actions with industry are quiet complicated for our country. Most food products are imported. Some major sources of salt, as for instance Breakfast cereals, the major varieties of cheeses and most of ready meals comes exclusively from outside and from various places. These are the reasons why until now, this kind of collaboration was not a priority of the national programme. We will have to define first the strategy that shall be developed for actions with industry and we will have to judge how feasible they can be, concerning this context.

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? Not defined yet

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears See Note¹

6) Major food categories and specific benchmarks for salt reduction

See Note¹

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|----------------------------|-----------------------------------|
| ● Bread | X <input type="checkbox"/> | reduction by% inyears |
| ● Meat products | X <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | X <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | X <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

By the means of our national program for healthy nutrition and physical activity, initiated in 2006, we attempt to raise the consciousness for a balanced diet with different awareness campaigns. One of our basic recommendations concerning a balanced diet is the limitation of salt consumption and also the message that people should prefer salt supplemented with iodine. "Du sel avec moderation, mais du sel iodé". Many information and education campaigns are organised at a national and a local level. The target areas are: schools, municipalities, youth centres, day-care centres, general population, and every association whose motivation is to organize activities in the field of balanced diet and physical activity. The media used are: booklets, posters, teaching kits, National Label for good practices, sporadic but also continuous projects.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other : **Not defined yet, See Note¹**

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers X
- Sodium excretion surveys

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

- A global and continuous evaluation of the national programme has been decided by the Direction of Health which will take into account specific actions but also the whole process of the action plan.

LATVIA

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

According to the EU Framework adopted by the High Level Group (HLG), we have organized several meetings with food industry to discuss our national salt initiative. Two meetings with the bread industry have been organized during the summer 2008. Participants from the Ministry of Health, the Latvian Federation of Food Enterprises, the Latvian Association of Bakers, the Latvian Association of Dieticians and the Public Health Agency took part in these meetings. It is planned to meet with the dairy industry, the meat industry, the fish industry and the crisps' and savoury snacks' industry to discuss the possibilities of salt reduction.

The issue of salt reduction initiative was also discussed during the meeting of National Nutrition Council (September 25 2008).

Representatives from the Ministry of Health have attended all meetings of the HLG and meetings of Salt experts'.

The contact point regarding National Salt Initiative in Latvia is Mrs Ineta Remese, Deputy Head of Health Promotion Unit of Department of Health Promotion, the Ministry of health of the Republic of Latvia (e-mail: ineta.remese@vm.gov.lv).

2) Is your national salt initiative part of a broader program?

Yes Which?

No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories

- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs
- Set benchmarks and major food categories August 2008
- Develop and implement actions to raise public awareness 2009
- Develop reformulation actions with industry/catering August 2008
- Develop and implement plan to monitor actions & reformulation 2009
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? 2008

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

The benchmark is not set yet as the discussions with food industry are not finalized.

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|-------------------------------------|-----------------------------------|
| ● Bread | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Meat products | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

The benchmarks are not set yet as the discussions with food industry are not finalized.

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

*Several publications in the local newspapers and the internet and interviews in the television have been published regarding the salt reduction initiative.
It is planned to organize the public awareness campaign in 2009, however it is not possible at this moment to describe it further.*

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

As mentioned before, the discussions with the food industry are not finalized yet. It is planned to meet with the dairy industry, the meat industry, the fish industry and the crisps' and savoury snacks' industry to discuss the possibilities of salt reduction. Therefore it is not possible at this moment to describe the monitoring activities further.

MALTA

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

This is the first instance where Malta is considering the implementation of the Salt initiative. Early discussions are still taking place in order to discuss whether or not it is feasible for Malta to be part of the initiative, and if Malta decides to take part, the extent of participation.

Currently, the Health Promotion Unit of the Ministry of Social Policy is leading discussions in this regard, and will be in a position to coordinate the national salt initiative. However other departments within the government as well as non-governmental organizations and the private sector will also be involved in this initiative.

Malta is considering focusing on one particular food category because of its constraints, and the category of choice would be bread, this being the staple food of the majority of the Maltese people.

The focal point is Ms Petra Mallia, Public Health Nutritionist at the Health Promotion Unit. Ms Mallia's contact details are as follows:

Health Promotion Unit
Department of Health Promotion and Disease Prevention
5B The Emporium
St Louis Street
Msida MSD 1241
Tel no. +00 356 2326 6108
petra.mallia@gov.mt

2) Is your national salt initiative part of a broader program?

Yes Which?
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- This is still under discussion..... X

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs
- Set benchmarks and major food categories
- Develop and implement actions to raise public awareness
- Develop reformulation actions with industry/catering
- Develop and implement plan to monitor actions & reformulation
- This is still under discussion..... X

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? Not yet decided

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- Bread X reduction by% inyears
- Meat products reduction by% inyears
- Cheeses reduction by% inyears
- Ready meals reduction by% inyears
- Soups reduction by% inyears
- Breakfast cereals reduction by% inyears
- Fish products reduction by% inyears
- Crisps, savoury snacks reduction by% inyears
- Catering meals reduction by% inyears
- Restaurant meals reduction by% inyears

- Sauces, condiments& spices reduction by% inyears
- Potato products reduction by% inyears

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

There has been no specific salt initiative to date to raise public awareness, however, all initiatives targeting heart health, cardiovascular disease, stroke and weight management, all included minimising the salt intake in diets.

It is being proposed that the local bread industry be involved from the initial stages of the campaign, and therefore utilise platforms that are available to the industry in promoting local bread. This includes a Bread festival held annually as well as other outreach public health initiatives. The media will be used extensively and resources will be created.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...) X
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- Due to our limitations, monitoring and evaluation has to be discussed extensively. X

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Still being discussed.

THE NETHERLANDS

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

The policy on salt in The Netherlands is part of a broad policy document and action plan on nutrition and health: "Healthy Nutrition, from start to finish" (2008).

Healthy nutrition comes with a healthy eating pattern, therefore our approach is integral (salt, fruits and vegetables, fat composition of foods, fibres, energy intake).

The greatest gains in salt reduction can be achieved in the food industry and in the composition and preparation of foods and meals that are consumed outside the home. To our opinion, reducing the salt content in foods should be carried out gradually and it is important that all sectors modify their products, due to the effect on taste.

The Federation of the Dutch Food and Grocery Industry (FNLI) established the Salt Task Force in 2007. They create a plan to reduce the use of salt throughout the food industry. Its action plan will consist of multiple phases which will set goals for each sector to gradually reduce salt. The Task Force will also work together with the hospitality, catering and retail industries to purchase all supplying parties externally or to include the foods to be consumed.

Additionally to the Salt Task Force, the Nutrition Centre supports and promotes reduction in salt consumption within their "Good Nutrition" project.

Contact points:

Ministry of Health, Welfare and Sport: Letteke Boot (ca.boot@minvws.nl)

Salt Task Force FNLI: Christine Grit (cgrit@fnli.nl)

2) Is your national salt initiative part of a broader program?

Yes x Which? Healthy Nutrition, from start to finish

No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories x
- Setting of benchmarks and major food categories x
- Actions to raise public awareness x
- Actions to inspire industry/catering to reformulate food products x
- Monitoring & evaluation of actions and reformulation activities x
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs ...2006.....
- Set benchmarks and major food categories ...2007.....
- Develop and implement actions to raise public awareness ...2007.....
- Develop reformulation actions with industry/catering ...2007.....
- Develop and implement plan to monitor actions & reformulation ...2008.....
- other:...draw up a best-in-class list for the Netherlands ...2008.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? ...2006.....

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of ...10-15..... % over ...4.....years (2006-2010)
20-30% on the longer term

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- Bread x reduction by12...% in2010...years
- Meat products x reduction by% inyears
- Cheeses x reduction by15...% in ...2010.....years
- Ready meals x reduction by% inyears
- Soups x reduction by% inyears
- Breakfast cereals reduction by% inyears
- Fish products reduction by% inyears
- Crisps, savoury snacks reduction by% inyears

- Catering meals reduction by% inyears
- Restaurant meals reduction by% inyears
- Sauces, condiments& spices reduction by% inyears
- Potato products reduction by% inyears

Nota: I once more would like to emphasize that in The Netherlands we do not focus on 5 categories. Due to the major importance of salt for the taste of foods and the necessary habituation to less salty products, we think an overall approach throughout all product categories is preferable.

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

-

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...) x
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:... 1,3 and 4 performed by the industry Task Force...supported by the ministry of health and the Nutrition Centre.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry x
- Monitoring salt content of foods, intake data x
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys x
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Permanent food consumption survey (data reported every five year, first expected 2010)
 Sodium excretion survey (repetition after 2006) in 2010
 Self reporting framweork by industry annually

Brussels, September 2008

POLAND

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

National salt initiative of Poland was prepared in September 2008 during the consultation meeting in the National Food and Nutrition Institute, which was organized under the patronage of the Minister of Health. Scientists, representatives of public institutions, non-governmental organizations and food industry took part in this meeting. Coordination body for national salt initiative is the National Food and Nutrition Institute.

2) Is your national salt initiative part of a broader program?

Yes Which? *National Programme for the Prevention of Overweight, Obesity and Non-Communicable Diseases through Diet and Physical Activity (POL-HEALTH)*

No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:

Actions connected with iodine prophylaxis in Poland based on mandatory iodization of household salt.

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs year 2008
- Set benchmarks and major food categories year 2008
- Develop and implement actions to raise public awareness year 2008
- Develop reformulation actions with industry/catering *consultation with food industry*
- Develop and implement plan to monitor actions & reformulation year 2009
- other:...

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? *consultation with food industry*

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of 16 % over 4 years

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|-------------------------------------|-----------------------------------|
| ● Bread | <input checked="" type="checkbox"/> | reduction by% in 4 years |
| ● Meat products | <input checked="" type="checkbox"/> | reduction by% in 4 years |
| ● Cheeses | <input checked="" type="checkbox"/> | reduction by% in 4 years |
| ● Ready meals | <input checked="" type="checkbox"/> | reduction by% in 4 years |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input checked="" type="checkbox"/> | reduction by% in 4 years |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

The percentage of reduction is still consulted with food industry.

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

Raising public awareness:

- *education of consumers and food producers at the same time. It should also concern health sector (including doctors and dieticians), food control services, governmental organizations, non-governmental organizations and media (television., radio, press)*
- *development of dietetic counselling*
- *organising of training conferences*
- *implementing to the education programme lessons about healthy nutrition with taking into consideration reducing salt consumption*

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Planned actions should include monitoring and scientific studies in area of:

- *salt consumption and relations between salt consumption and non-communicable diseases*
- *salt content in foods and meals*
- *sodium excretion surveys*
- *changes of wrong dietary habits and consumer behaviours*
- *level of education of population*

SWEDEN

National Salt Initiatives, implementing the EU Framework

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1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

The Swedish salt initiative is part of the Keyhole branding initiative for products and ready-made meals and the Keyhole certification scheme. In both of these, salt is one of the target nutrients. The Keyhole initiative for products and readymade meals includes set salt criterias for a number of product groups. The Keyhole initiative for restaurants includes, for example, education, awareness and recipe support. Note : The National Food Administration has not yet decided on how to set the baseline.

2) Is your national salt initiative part of a broader program?

Yes The National Food Administration's Keyhole initiative includes products, ready made meal and a certification scheme for healthy meals in restaurants.
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs
- Set benchmarks and major food categories2007.....
- Develop and implement actions to raise public awareness
- Develop reformulation actions with industry/catering
- Develop and implement plan to monitor actions & reformulation2008.....
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|--------------------------|-----------------------------------|
| ● Bread | X | reduction by% inyears |
| ● Meat products | <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | X | reduction by% inyears |
| ● Ready meals | X | reduction by% inyears |
| ● Soups | X | reduction by% inyears |
| ● Breakfast cereals | X | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | X | reduction by% inyears |
| ● Restaurant meals | X | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

As a part of the Keyhole restaurant certification scheme, together with the restaurant industry, raising awareness of salt use by chefs, as well as to the guests - will be important.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

The National Food Administration plans to continuously evaluate the total market of Keyhole products and their market share as well as the Keyhole meals sold by restaurants. The National Food Administration has not yet started this work and therefore does not have enough data to set the salt reduction targets.

National Salt Initiatives, implementing the EU Framework

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1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

The Slovenian salt initiative is a national activity foreseen by the National Food and Nutrition Action Plan from 2005 to 2010. The responsible body for the adoption and implementation of activities and national contact point is the Ministry of Health. Other national sectors, professional organizations and civil society will be also involved in the implementation process. The dialog between Ministry of Health and industry will be coordinated through the Chamber of Commerce and Industry of Slovenia, as umbrella organization of the food processing and food retailing industry.

2) Is your national salt initiative part of a broader program?

Yes Which? National Food and Nutrition Action Plan 2005 - 2010
 No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other: Education for medical doctors and other health care staff

When did you start working or when do you plan to start working on each of the 5 key elements?

Determine additional data needs
January-June 2007

Set benchmarks and major food categories
October-December 2007 (upgrading according to the needs)

Develop and implement actions to raise public awareness
In August 2008 we developed tools for public awareness campaign. In 2009 the wide media campaign will be implemented.

Develop reformulation actions with industry/catering
Starting in April 2007, main activities are planned in 2008 and 2009

Develop and implement plan to monitor actions & reformulation
The basic structure of monitoring actions was build up from October to December 2007. The reformulation monitoring is planned to be established in 2009.

other: Education for medical doctors and other health care staff
Starting in February 2009

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?

In December 2007, based upon to the available data.

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of 16 % over 4 years.

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|-----------------|---------------------------------------|------------------------------|
| ● Bread | <input checked="" type="checkbox"/> * | reduction by 16 % in 4 years |
| ● Meat products | <input checked="" type="checkbox"/> * | reduction by 16 % in 4 years |
| ● Cheeses | <input checked="" type="checkbox"/> * | reduction by 16 % in 4 years |

- Ready meals * reduction by 16 % in 4 years
- Soups reduction by% inyears
- Breakfast cereals * reduction by 16 % in 4 years
- Fish products reduction by% inyears
- Crisps, savoury snacks reduction by% inyears
- Catering meals reduction by% inyears
- Restaurant meals reduction by% inyears
- Sauces, condiments& spices reduction by% inyears
- Potato products reduction by% inyears

* Elaborated further in 2008 and 2009

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

The promotion campaign of reducing salt intake in Slovene population will take place through various media channel at national and local levels. The promotion campaign will include inter-ministerial and inter-disciplinary activities involving the Ministry of Education and Sport, the Ministry of Agriculture, the Chamber of Agriculture, the Chamber of Commerce and Industry of Slovenia, CINDI Slovenia, National Institute of Public Health, Regional public health institutes and health staff in primary health centres and hospitals.

Promotion campaign will be carried out on various levels and different environments (national and local activities: in schools, kindergartens, student hostels, workplaces, industries, etc.).

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other: Direct agreement with the Chamber of Commerce and Industry of Slovenia (Chamber of Agricultural and Food Enterprises) as national coordinator of different branches of food industry

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

We have planned to monitor:

1. Sodium excretion surveys by 24-hour urine collection (according to the needs);
2. Salt contents of foods (every food group according to the needs)
3. Monitoring availability and intake data
4. Results of implementation of awareness campaign implementation

SLOVAK REPUBLIC

National Salt Initiatives, implementing the EU Framework

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1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

In the Slovak Republic is National Salt Initiatives linked with **Update Preparation of the Programme of Improvement of Nutrition of Slovak Inhabitants**. Goals of Programme are advertising, education, urban planning, legislation, policy, research, food development, transport, partnership established in 2008. At the present time is important to prepare a comprehensive background document, which could serve as a basis for a multi-stakeholder activities in sphere of nutrition. As a parties concerned in this Programme we can named government, manufacturers, health professionals, NGO's. More information www.uvzsr.sk www.mzsr.sk We would like to cooperate also with the Slovak League against Hypertension. www.hypertenzia.sk

2) Is your national salt initiative part of a broader program?

Yes + Which? Update Preparation of the Programme of Improvement of Nutrition of Slovak Inhabitants.

No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories +
- Setting of benchmarks and major food categories
- Actions to raise public awareness +
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities +
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs
- Set benchmarks and major food categories
- Develop and implement actions to raise public awareness
- Develop reformulation actions with industry/catering
- Develop and implement plan to monitor actions & reformulation
- other:...we plan to start working from 2009

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? 6 year

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of 0 % over 0 years

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|--------------------------|-----------------------------------|
| ● Bread | <input type="checkbox"/> | reduction by% inyears |
| ● Meat products | <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

Data named on the list are not available, it is up to the Ministry of Agriculture of Slovak Republic to decide about the level of salt contain in food. http://www.svssr.sk/sk/legislativa/kodex/2_15_01.pdf, http://www.svssr.sk/sk/legislativa/kodex/2_15.asp,

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

Area for a action are Advertising, education – in project – Health in school ..., urban planning, legislation, policy, research, food development., transport.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data +
- Awareness of consumers / behavioural change in consumers +
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

The monitor will be designed.

Programme for Nutrition Improvement of the Population in the Slovak Republic (<http://jaspi.justice.gov.sk>.) was updated in 17th on December 2008.

It contains concrete targets in the consumption of food, "eat food with low salt intake should not be more than 1 tea spoon (5 g) per day, including the hidden salt in bakery products, meat products and other processed, adapted and preserved foods, and finished feedingstuffs, prefer iodised salt.

In 2008, consultation in the field of healthy eating ensure good order of nutrition, which are assigned to the department of health education, public health, good nutrition counseling centers and treatment of weight and the Advisory Health RÚVZ SR. It provided individual and group

counseling. The staff unions and the departments of hygiene of nutrition in the RÚVZ in cooperation with workers in the health advisory will also continue to national implementation of the project: "Monitoring the nutritional status of selected groups of the adult population of Slovakia's population." Activities to guidance counselors mutually differed in various regions.

Press conference entitled "How to nutrition in public canteens and restaurants?" Organized 13.mája 2009, led by Chairman of the League against hypertension - Doc. Assoc. MUDr. Stefan Farsky, PhD, FESC, in Bratislava informed that a man needs to take two to four grams of salt a day, its real income, however, five to six times higher. Receipt of the sodium is linked with high blood pressure, a major risk factor for cardiovascular disease. Seventy-five percent of salt consumed comes from processed foods, thus limiting prisáľania when consumed is less important factor than the reduction of sodium content in food preparation technology. High intake of salt in the dishes offered by restaurants and cafeterias and in Slovakia. Therefore, the Global Initiative on hypertension (17 May), to reduce salt content in the diet outside the home. "Indeed, while in the selection of food for home preparation of food, the customer can navigate under the product in restaurants and canteens, this is not a customer is dependent on the habits and the cook," said Farsky. To check the quantity of salt in food establishments catering Slovak League against hypertension analyzed samples from 10 restaurants and canteens from different parts of Slovakia. The results were not favorable and show an increased amount of salt in some places even the amount of sodium in the meals was above the maximum daily dose identified by the World Health Organization (WHO).

According to the results presented as meal of chicken breasts with Blue cheese sauce and fries contained in Považská Bystrica 6.3 grams of salt, a customer or customer consumed on the file cutting poultry and potato salad with mayonnaise and 5.4 grams of salt. Better are not even school canteens - bean soup, and fried soya slices cooked with potatoes and tatar sauce contained in a secondary school and central Slovakia almost seven grams of salt. Danger of traditional Slovak dishes such as cheese korbačik symbolize that have the weight of 150 gram to 6.9 grams of salt. To change this state can contribute enactment mandatory labeling of foods in terms of salt content, as well as training people to understand correctly interpret indications.

THE UNITED KINGDOM

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

The UK government has been taking action to reduce salt intakes since 2003. This has involved two main areas of work :

- reformulation to reduce the levels of salt in food
- running three phases of a public awareness campaign to make consumers aware of why a high salt intake can be bad for health and what they can do to reduce their intakes.

The UK also has a front of pack labelling initiative to help make consumers more aware of the levels of salt that are found in foods.

The work with industry has involved obtaining voluntary commitments across all sectors of the industry (retailers, manufacturers, caterers and catering suppliers, and trade associations) and setting voluntary salt reduction targets (in March 2006) which are currently the subject of a review. Further details on the public awareness work are given in the response to question 7.

Progress on reducing intakes and levels of salt in food are regularly monitored (see response to question 9 below for more details).

The Food Standards Agency leads on this work, in conjunction with the Department of Health. The key contact points are:

Alette Addison (FSA) alette.addison@foodstandards.gsi.gov.uk; Tel. 0044 20 7276 8129

Geoff Dessent (DH) Geoff.Dessent@dh.gsi.gov.uk; Tel. 0044 20 7972 3030

2) Is your national salt initiative part of a broader program?

Yes **Which?** The UK Government has a number of commitments to reduce consumers' intakes of salt, saturated fat and sugar, and to help them maintain energy balance. These are set out in the Agencies Strategic Plan 2005-2010, and in 'Healthy Weight, Healthy Lives' (HWHL) a cross-government obesity strategy, which is led by the UK Department of Health (DH), and includes government commitments up to 2020.

No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories ✓
- Setting of benchmarks and major food categories ✓
- Actions to raise public awareness ✓
- Actions to inspire industry/catering to reformulate food products ✓
- Monitoring & evaluation of actions and reformulation activities ✓
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs – **2004 - data needs are in the main met but are reviewed on an ongoing basis.**
- Set benchmarks and major food categories - **2005 (1st targets consultation)**
- Develop and implement actions to raise public awareness - **2004 (launched 1st phase)**
- Develop reformulation actions with industry/catering - **2003 (1st meeting between industry and the Minister to seek commitment to salt reduction.)**
- Develop and implement plan to monitor actions & reformulation - **2004**
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? ...2000/01 for sodium intakes. A programme of work on reformulation began in 2004. There was however some voluntary industry reformulation which commenced before this time e.g. in the breakfast cereal sector.

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

The work in the UK has not set a minimum benchmark for the reduction of salt in all foods. We expect manufacturers to make regular stepwise reductions in the salt levels in food, and to reduce levels as far and as quickly as possible taking into account consumer safety and acceptability. Our targets were set for individual food groups and take into account the amount of salt that they contribute to the diet, reductions made to date, technical and food safety concerns as well as consumer acceptance.

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- Bread ✓
- Meat products ✓
- Cheeses ✓
- Ready meals ✓
- Soups ✓
- Breakfast cereals ✓
- Fish products ✓
- Crisps, savoury snacks ✓
- Catering meals ✓
- Restaurant meals ✓
- Sauces, condiments& spices ✓
- Potato products ✓

A copy of the UK's voluntary salt targets which were published in March 2006, and are to be achieved by 2010, are attached. These do not set a % reduction to be achieved over a number of years, but a target salt level that all foods in each of the 85 categories should aim for. Salt is a ubiquitous ingredient. However we have focused our targets on those foods contributing most to the diet.

A review of progress towards achieving these targets has been taking place this year (2008) and revised proposed targets are currently subject to a public consultation (closing on the 31st October). Final revised targets will be published early in 2009 and will set targets to be met by 2010 and 2012. The proposed targets take into account the levels of reductions already achieved, which for some products are already 25-55%.

The FSA is also working with the largest companies across the catering sector to encourage commitments for voluntary action that will help people make healthier choices when eating out, by reducing the amount of salt (as well as saturated fat and sugar) in the foods they serve.

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

The UK FSA has run three phases of a public awareness campaign, the main purpose of which is to make consumers aware of why a high salt intake is bad for their health and what they can do to reduce their intakes.

We used a variety of methods of getting our messages across: TV and poster ads, articles in the press (main UK newspapers, magazines), coverage in the UK news, leaflets and a dedicated salt website (www.salt.gov.uk).

We also worked in partnership with a range of Non Government Organisations (NGOs) – generally health or consumer related organisations but also those that represented specific sections of the population – and industry organisations (food retailers and manufacturers) to get our messages across to specific sub-groups of the population that were potentially more likely to have a high salt intake or be affected by high blood pressure.

Towards the end of this year we will be considering additional public awareness work, with a view to running further activities in 2009/10.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies ✓
- Direct agreements with industry sectors (bakeries...) ✓
- Asking single companies to submit their individual reduction plans ✓
- Asking each industry sector to submit their individual reduction plans ✓
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry ✓
- Monitoring salt content of foods, intake data ✓
- Awareness of consumers / behavioural change in consumers ✓
- Sodium excretion surveys ✓
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

Sodium/salt intakes are monitored through the use of urinary sodium excretion surveys. This was first done in 1986/87 and has been repeated in 2000/2001, 2005/06 and 2008. Intakes were estimated to be 9.5g, 9g and 8.6g for these last three time periods.

To monitor progress by industry in reducing salt in foods, the FSA initially set up a commitments table which highlighted the actions that were being taken by different companies and the reductions they had achieved. The FSA also set up a Processed Food Databank which recorded the levels of salt (and other key nutrients) in around 1000 food products (which represented the market leaders in those categories of food contributing most salt to the diet) – this was carried out in 2004/05 and again in 2006.

A self reporting framework (SRF), by which industry could report the levels of salt in products across the categories for which targets had been set, was published in August 2007. Twenty five (25) responses to the framework were received, which covers around one-third of the companies who are committed to the UK salt reduction programme.

In the future we intend to use a combination of label data sourced commercially and a smaller set of self reported data from industry.

The FSA has also evaluated the success of its consumer awareness work which shows

- the number of consumers cutting down on salt has increased by as much as one-third;
- there has been a 10-fold increase in awareness of the 6g a day message; and
- the number of consumers trying to cut down on salt by checking labels has doubled since the beginning of the campaign.

NORWAY

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

The general recommendation for the population over time is to reduce population salt intake from about 10g per day to 5g per day over time, but this is not a min. overall benchmark.

Our initiative in the salt reduction area is linked to the Norwegian Action Plan on Nutrition (2007-2011) launched in January 2007. The Action Plan shall serve as a tool for decision-makers, professionals, experts and others in the public and private sectors and NGOs that play a role for the population's diet. It was developed in

The Action plan was developed in cooperation between 12 ministers of the Government, and input were given from experts, actors in the food industry and other private actors.

One of the general goals in the Action Plan for dietary change is reduced consumption of salt. The Action Plan is founded in the Norwegian recommendations on nutrition and physical activity from the Norwegian Directorate for Health.

Salt. The average intake of salt is estimated to be approx. 10 g per day, but varies greatly from person to person. The health authorities recommend cutting the intake of salt in half to 5 g per day. Since almost three quarters of the salt is estimated to come from processed foods, the industry's addition of salt in products and how they label the salt content has a considerable influence on the population's intake of salt.

The Action Plan emphasises the following five strategies:

1. Improve the availability of healthy food products

Societal-based measures that make it easier for everyone to choose healthy foods will often be the most efficient in improving the general health of a nation. In order to make the healthy choice the easy choice with regard to diet, availability and price of food and beverages are of great importance. Furthermore, marketing regulation, food labelling, regulations in the food area and product development are examples of structural measures which can be used to improve the availability of healthy food products to the population. Working together with the food industry is therefore important.

2. Consumer knowledge

It is a central task for the authorities to reach the entire population with clear, easily understood and uniform information on diet and nutrition. Widely distributed information and communication will help increase the public's knowledge of food, diet and health, which in turn will serve to make it easier for consumers to make informed dietary choices. To reach out to those who do not actively seek information on diet and health, it is necessary to consider new methods and channels of communication. However, knowledge and attitudes are not sufficient for changing behaviour. Information and educational approaches are likely to have a greater impact at the population level if these approaches are implemented together with structural measures.

3. Qualifications of key personnel

Policy makers and occupational groups who directly or indirectly contribute to nutrition-related activities, and thus have an impact on the population's diet, need to have a sound and relevant level of knowledge about nutrition, diet and food. In order to advance current knowledge about foods, meals, nutrition and health, research should be stimulated. Knowledge about health behaviour and measures to change behaviour are prerequisites for delivering sound and efficient interventions in the area of public health nutrition.

4. Local basis of nutrition-related activities

Anchoring nutrition initiatives politically, administratively and in planning documents in municipalities and counties is necessary for implementing many of the measures. In recent years, partnerships for public health have grown to become one of the most important strategies in public health work. The recognition that lies behind the partnership model is that continuous, binding and systematic interdisciplinary and cross-sectoral collaboration is necessary for achieving good public health. This requires the broad involvement of public, NGO and private activities at the national, regional and local level.

5. Strengthened focus on nutrition in the health care services

There is a need to strengthen preventive efforts in the health service because the health service is an important driving force and partner in prevention work. Secondary prevention and treatment take place in both the primary and specialist health services. Nutrition is a required part of prevention, treatment and rehabilitation of disease, as a basis and support for other medical treatment and to ensure that the patient will not become under or malnourished. To provide satisfactory services, there is a need for sound and firmly established structures, systems and tools with regard to nutrition, in addition to ensuring that health personnel have the needed qualifications.

We believe that the following measures will support the effort to achieve the goal to reduce salt consumption:

- Specify the official dietary guidelines. These will be launched early in 2009
- Establish a dialogue forum at the national level between authorities, NGOs and relevant private actors.
 - One theme in this dialogue forum will be salt reduction in connection with the communication work.
- Encourage product development of healthy food products and meals
- Establish a dialogue forum for cooperation between the food industry, authorities, researchers and consumers
 - This is established and salt will be one of the themes of discussion.
- Work to improve labelling of food products, including better nutritional declaration.
 - Norway is active in the process with the EUs work on provision of food information to consumers. We support a mandatory nutrition declaration which includes salt.
- Aim to introduce symbol labelling to make it easier to put together a healthy diet
 - Norway has decided to introduce the Keyhole symbol on healthy foods together with Sweden and Denmark. One of the criteria to make use of the symbol is restriction in salt contents.

- Revise guidelines for food in kindergartens. These guidelines were launched in 2007 and there is published supporting materials for the staff in the kindergartens with recipes and concrete suggestions on how to follow the guidelines in practise.
- In the work place: Strengthen qualifications and access to tools on diet and health for personnel groups such as canteen employees, trade union representatives, managers and company health services
- Prepare and implement professional guidelines and instructions for nutrition therapy
 - These will also include salt restriction in specific diets
 - Revise and publish dietary guidelines in health institutions
- Continue to develop low-threshold dietary-related services
- Develop informational materials and tools aimed at changing habits including diet for use by the health service, patients/users and relatives
- Offer a basic cookery book in Food and Health free of charge to pupils at the lower secondary level and to education majors.
 - The cookery book is also in ordinary sale, and is offered cheap to the municipals.
 - Recipes are based on the official dietary guidelines.
- Promote research to stimulate development of better and healthier products
- Continue and develop further monitoring of the population's diet
 - The Directorate for Health and Social Affairs and Norwegian Food Safety Authority have a joint system for food and dietary monitoring that includes a food database, dietary calculation system and dietary surveys. The food database and dietary calculation system are necessary tools for being able to estimate the intake of various nutrients. The food database continuously analyses food with respect to its nutritional content and the results are published collectively in the Food Composition Table (www.matvaretabellen.no).
 - National representative diet surveys that make it possible to estimate the intake of calories and nutrients by various age groups have been conducted since 1993. The plan is to repeat such surveys in these age groups every 10 years.
 - In addition to the major diet surveys, annual statistics on national food supplies, Statistics Norway's consumer surveys of private households and various market surveys are used to describe changes in the Norwegian diet.
 - The major Norwegian health surveys contribute much valuable data on diet-related health problems and risk factors. As a rule these surveys also include questions on diet. Statistics Norway conducts regular interview surveys about health and living conditions among nationally representative samples of adults.

2) Is your national salt initiative part of a broader program?

Yes Which? Norwegian Action Plan on Nutrition 2007-2011
 No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs
- Set benchmarks and major food categories 2009.....
- Develop and implement actions to raise public awareness 2009.....
- Develop reformulation actions with industry/catering 2008.....
- Develop and implement plan to monitor actions & reformulation
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of ...50%..... % overyears

6) Major food categories and specific benchmarks for salt reduction

Answer: No specific benchmarks for the different products. For some of these there are criterias in the Keyhole labelling system.

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|--------------------------|-----------------------------------|
| ● Bread | <input type="checkbox"/> | reduction by% inyears |
| ● Meat products | <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

The Health Authorities will be responsible for the communication actions specifying the dietary guidelines and communicate what the keyholde symbol means. There will be a cooperation with NGO's and the food industry.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

Answer: The food industry will have to reach the criterias for salt content in the Keyhole labelling system in order to use the label. We will also discuss this in the dialogue forum with the food industry.

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

The details are not ready yet for the evaluation of the Keyhole labelling system. For monitoring salt content of foods in general, we use intake data on foods and reports from the industry based on national food supplies and on Statistics Norway consumer surveys on private households. Analyses of food is needed to publish the national Food Composition Table (matvaretabellen.no). There are also regular interview surveys about health and living conditions among national representative samples of adults.

SWITZERLAND

National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

The current average salt consumption in Switzerland is between 8 to 10 g per day, well above the WHO recommended amount of less than 5g of salt per day. In order to reduce the consumption of salt in Switzerland, the Federal Office of Public Health (FOPH) has recently developed a salt strategy with the mid-term objective of reducing the salt consumption among the Swiss population to meet the 5g recommended by the WHO. The FOPH recently held discussions with representatives of the food industry in a bid to develop a concerted salt reduction strategy bearing in mind the fact that 70-80% of our daily salt consumption comes from processed industrial foods.

2) Is your national salt initiative part of a broader program?

Yes Which? National Programme on Nutrition and Physical Activity 2008–2012)
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other: *International collaboration*.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs 2009.....
- Set benchmarks and major food categories 2008.....
- Develop and implement actions to raise public awareness 2009.....
- Develop reformulation actions with industry/catering 2008.....
- Develop and implement plan to monitor actions & reformulation 2008.....
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks? ...2008.....

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of ...16. % over ...4...years

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|-------------------------------------|-----------------------------------|
| ● Bread | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Meat products | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Soups | <input checked="" type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

NOTE: Amount of salt reduction of the above ticked food categories are not yet defined

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

A cooperation with the national Heart Health Association is planned. Details are not yet fixed.

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- Direct agreements with single companies
- Direct agreements with industry sectors (bakeries...)
- Asking single companies to submit their individual reduction plans
- Asking each industry sector to submit their individual reduction plans
- other:.....

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

A national nutrition survey is currently in preparation. Pilot studies will start in 2008, the national survey will be ran in 2012.

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National Salt Initiatives, implementing the EU Framework

Please see attached a set of questions on details of your actual or planned national salt initiative, in relation to the EU Framework adopted at the last High Level Group (HLG) meeting on 1 July 2008. We would like you to complete the fields or tick the boxes of this template corresponding to your national initiative. A better understanding of the Member States initiatives should facilitate the development of an EU map of the salt initiative and facilitate exchange of information among HLG members and other potential partners. We would be grateful for feedback by 30 September so that we can compile a summary sheet for the HLG meeting 28 October 2008.

1) Your overall national salt initiative

Please give a broad description of your national salt initiative, including information on the coordination body or mechanism with the naming the contact point if possible.

(max. 200 words please)

2) Is your national salt initiative part of a broader program?

Yes Which?
No

3) Key elements

Which of the following 5 key elements and potential additional elements does your national salt initiative comprise?

- Collect data on salt consumption and major contributing food categories
- Setting of benchmarks and major food categories
- Actions to raise public awareness
- Actions to inspire industry/catering to reformulate food products
- Monitoring & evaluation of actions and reformulation activities
- other:.....

When did you start working or when do you plan to start working on each of the 5 key elements?

- Determine additional data needs
- Set benchmarks and major food categories
- Develop and implement actions to raise public awareness
- Develop reformulation actions with industry/catering
- Develop and implement plan to monitor actions & reformulation
- other:.....

4) Baseline

Which time did you decide as the baseline for salt levels that should be reduced by the reformulation benchmarks?

5) Minimum overall benchmarks for salt reduction

Which minimum benchmark for overall salt reduction of foods - in the absence of more specific benchmarks for major food categories - did you set?

Overall salt reduction benchmark of % overyears

6) Major food categories and specific benchmarks for salt reduction

Which major food categories and which specific minimum benchmarks for salt reduction for this food category did you decide to focus on in your national salt initiative? Please tick the food categories that you selected from the enclosed list (minimum 5) and indicate for the ones that you ticked the benchmarks of minimum salt reduction that you decided on. If you selected more detailed sub-categories with benchmarks please insert them under the category.

- | | | |
|------------------------------|--------------------------|-----------------------------------|
| ● Bread | <input type="checkbox"/> | reduction by% inyears |
| ● Meat products | <input type="checkbox"/> | reduction by% inyears |
| ● Cheeses | <input type="checkbox"/> | reduction by% inyears |
| ● Ready meals | <input type="checkbox"/> | reduction by% inyears |
| ● Soups | <input type="checkbox"/> | reduction by% inyears |
| ● Breakfast cereals | <input type="checkbox"/> | reduction by% inyears |
| ● Fish products | <input type="checkbox"/> | reduction by% inyears |
| ● Crisps, savoury snacks | <input type="checkbox"/> | reduction by% inyears |
| ● Catering meals | <input type="checkbox"/> | reduction by% inyears |
| ● Restaurant meals | <input type="checkbox"/> | reduction by% inyears |
| ● Sauces, condiments& spices | <input type="checkbox"/> | reduction by% inyears |
| ● Potato products | <input type="checkbox"/> | reduction by% inyears |

7) Raising public awareness

If you have planned or carry out your actions to raise public awareness already could you please describe those actions? Please describe, which partners (NGOs, industry, media, health sector, national platform,...) will be involved, whether and which media you plan to use, etc.

(max. 150 words please)

8) Approach to industry

What is your actual or planned approach to work with industry or other reformulation partners on the benchmarks?

- | | |
|--|--------------------------|
| ● Direct agreements with single companies | <input type="checkbox"/> |
| ● Direct agreements with industry sectors (bakeries...) | <input type="checkbox"/> |
| ● Asking single companies to submit their individual reduction plans | <input type="checkbox"/> |
| ● Asking each industry sector to submit their individual reduction plans | <input type="checkbox"/> |
| ● other:..... | |

9) Monitoring

If you monitor or if you have planned your actions to monitor and evaluate population salt intake, reformulation progress towards the benchmarks, and the effectiveness of actions to raise public awareness already could you please check the boxes describing them?

- Self reporting framework by industry
- Monitoring salt content of foods, intake data
- Awareness of consumers / behavioural change in consumers
- Sodium excretion surveys
- other:.....

If you monitor or if you have planned your actions to monitor and evaluate your actions and the reformulation activities already could you please describe them?

(max. 150 words please)

Brussels, September 2008