

Understanding the Canadian Sodium Reduction Targets

*Canadian Meat Council
91st Annual Conference,
Halifax, NS
May 4-6, 2011*

Mary R. L'Abbé, PhD
Earle W. McHenry Professor and Chair,
Dept of Nutritional Sciences, University of Toronto



Nutritional Sciences
UNIVERSITY OF TORONTO



Understand the health issues: Sound scientific basis for action

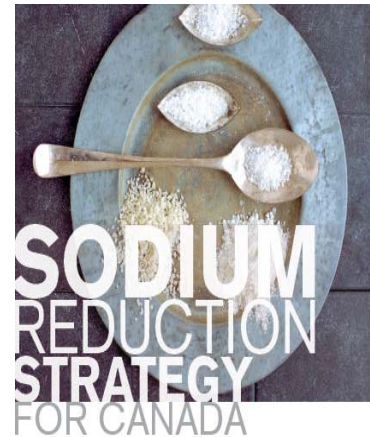


2

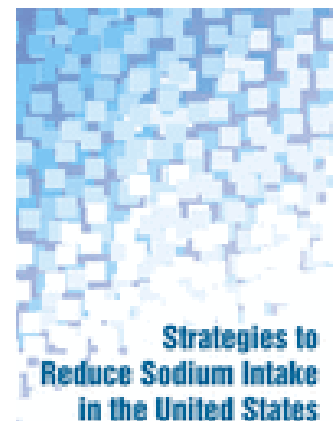


DRI
DIETARY REFERENCE INTAKES

FOR
Water,
Potassium,
Sodium,
Chloride,
and
Sulfate



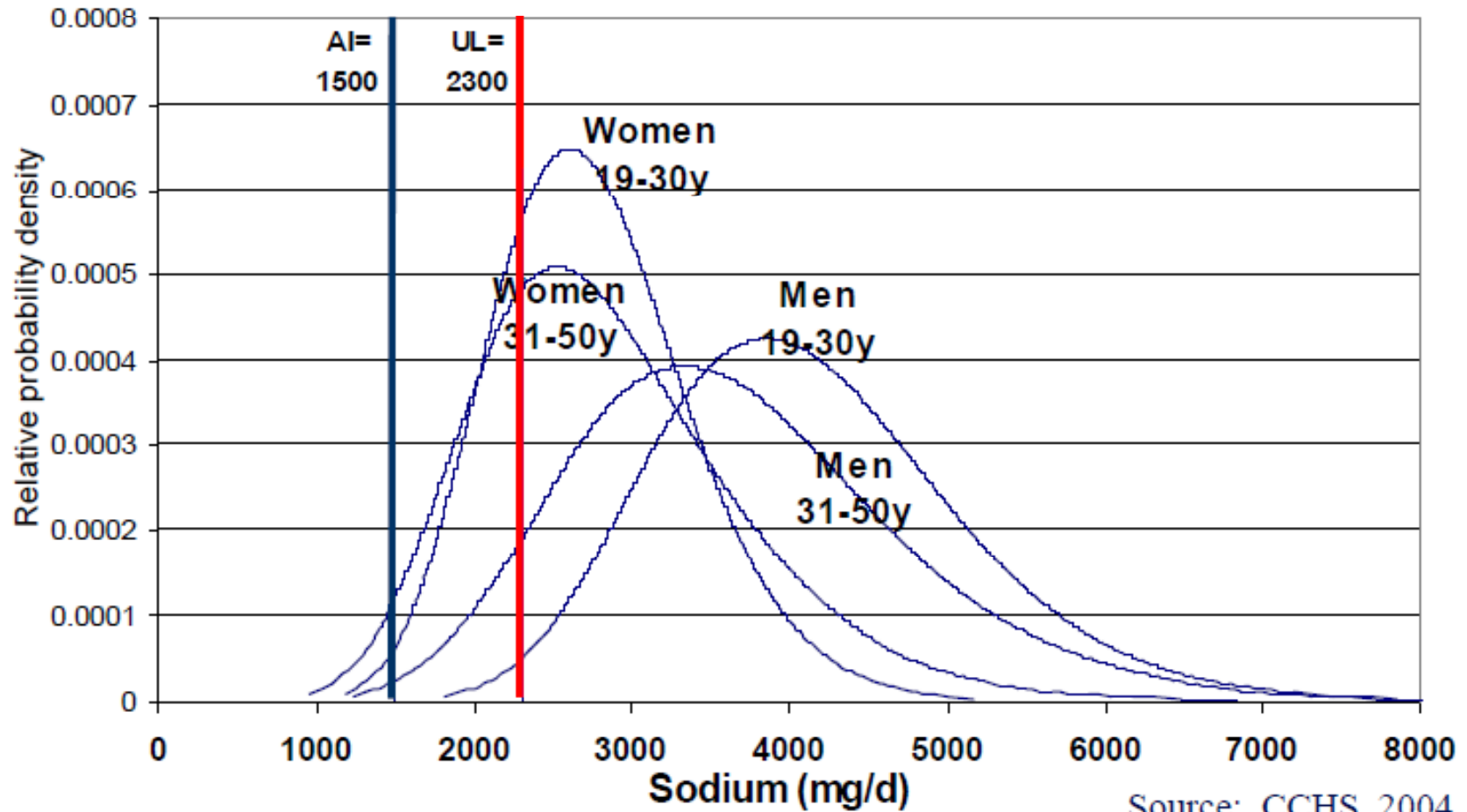
Recommendations of the
Sodium Working Group
July 2010



How are Canadians doing?



3



Source: CCHS, 2004

How are Canadians doing?



4

Age groups (y)	AI (mg/d)	% *above the AI	UL (mg/d)	% *above the UL
1 to 3	1000	97	1500	77
4 to 8	1200	100	1900	93
9 to 13	1500	99	2200	90
14 to 18	1500	100	2300	91
19 to 50	1500	99	2300	82

**Data based on Canadian Community Health Survey- Cycle 2.2 on Nutrition, Statistics Canada*

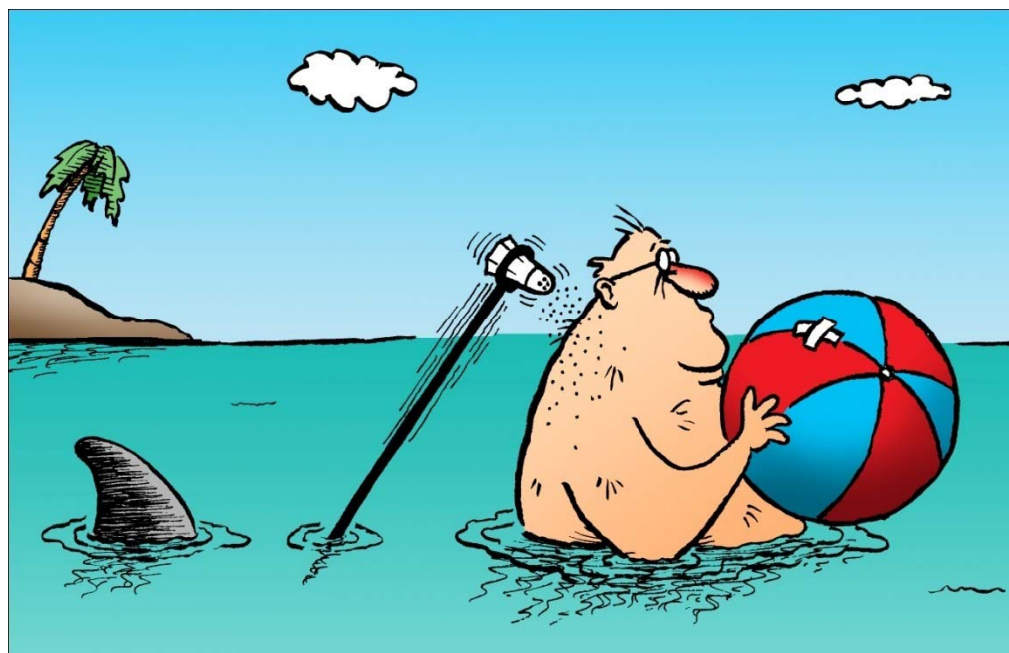
A Sodium reduction strategy has to address hidden salt – its not the salt shaker



5

➤ Outline

- Canadian multi-stakeholder Working Group
- Recommendations
 - Overview
 - Food Supply
- Sodium Reduction Targets



Used with permission: www.cartoonstock.com

Sodium Working Group



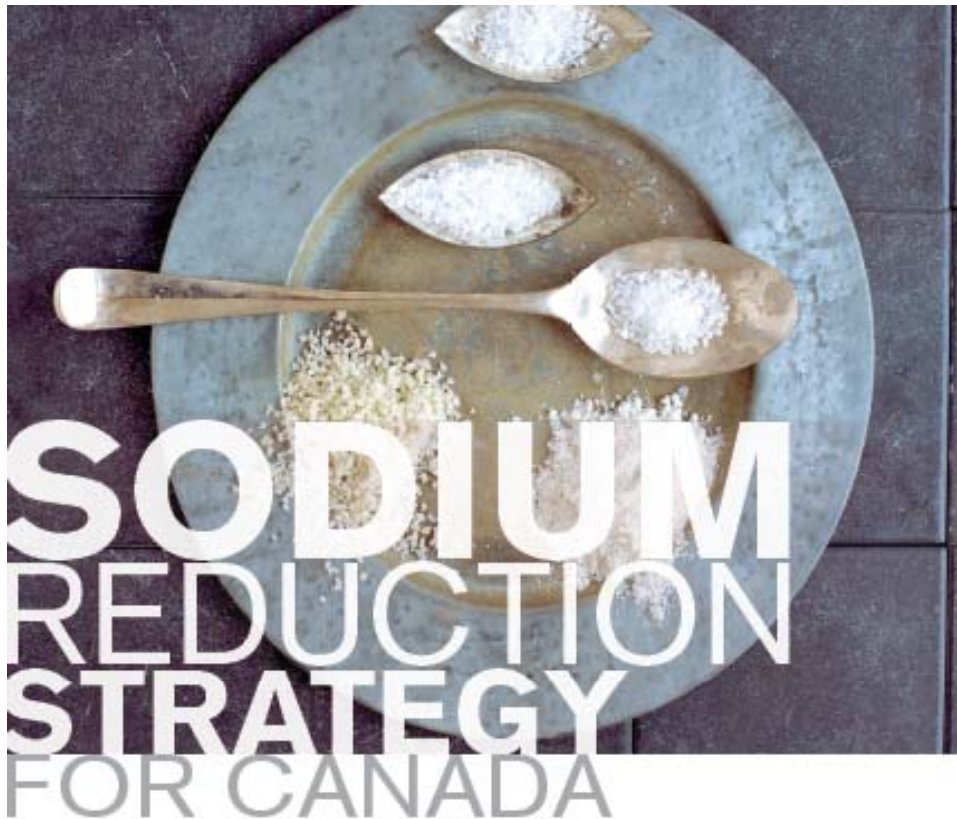
6

- ❑ In October 2007, the Minister of Health announced the establishment of a multi-stakeholder Working Group to develop a strategy to reduce the sodium intake of Canadians (first meeting February 2008)
- ❑ Sodium Working group (SWG) includes 25 representatives from:
 - Scientific and Health-professional Community (6)
 - Health-focused & Consumer NGO (5)
 - Food Manufacturing & Food service Industry (7)
 - Government (7)

Sodium Working Group for Canada



7



Report Released
July 29, 2010

www.hc-sc.gc.ca/fn-an/nutrition/sodium/sodium-working-travail-group-eng.php

The Strategy



8

3-pronged approach:

- Awareness and education
- Research
- Structured voluntary reduction of sodium in the food supply

Complemented by monitoring and evaluation



SODIUM WORKING GROUP Recommendations

Six Overarching Recommendations



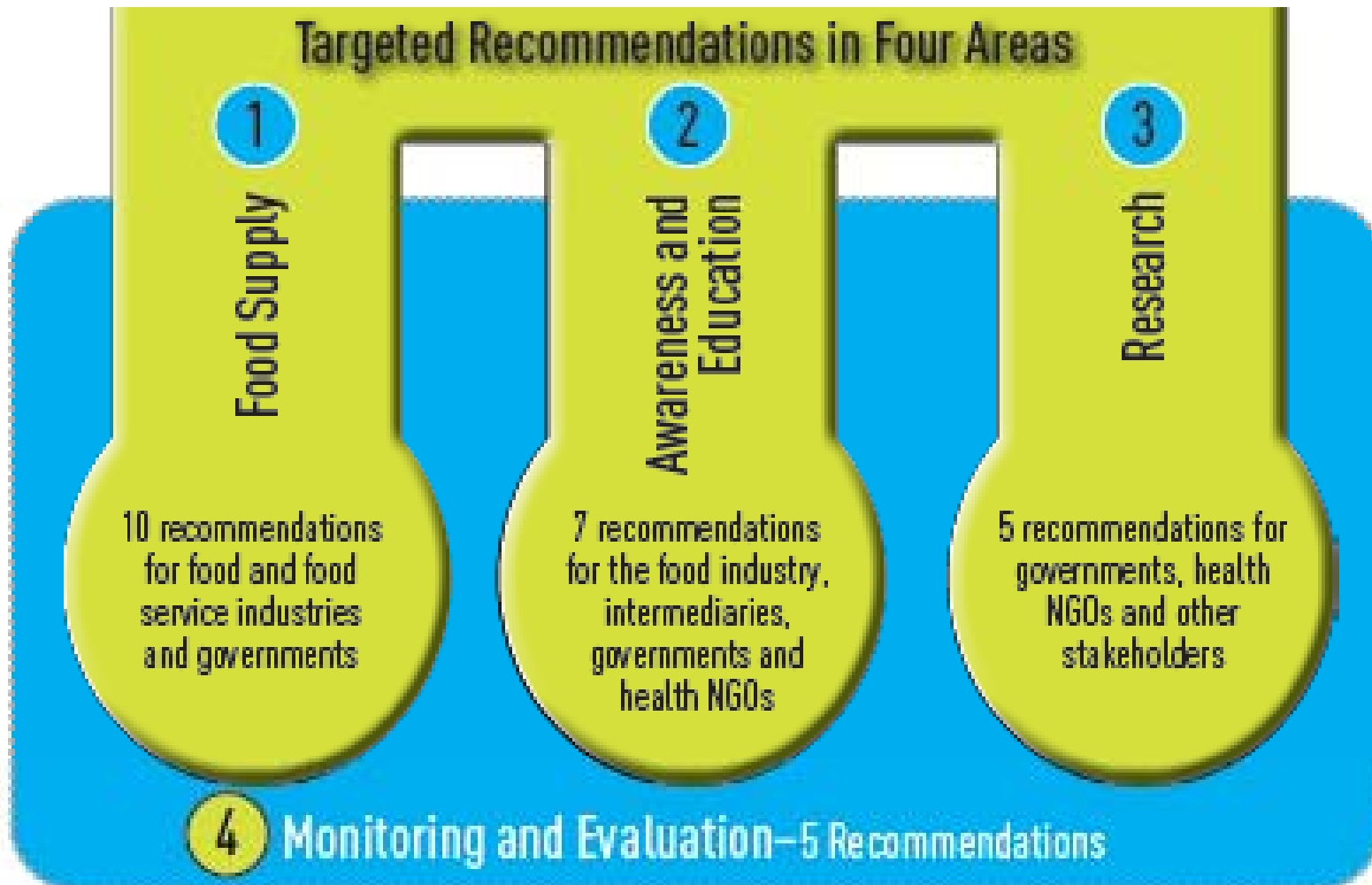
10

- A. Interim intake goal of 2,300 mg of sodium per day to be achieved by 2016.
- B. Collaboration across all stakeholders for a coordinated and timely implementation.
- C. F/P/T governments to provide adequate funding to support implementation.
- D. Integration of sodium reduction into nutrition programs, guidelines and policies.
- E. Implementation process to include identifying steps and timelines for each recommendation, as well as monitoring completion of each step.
- F. All Canadians take personal steps to reduce sodium consumption as part of an overall healthy diet.

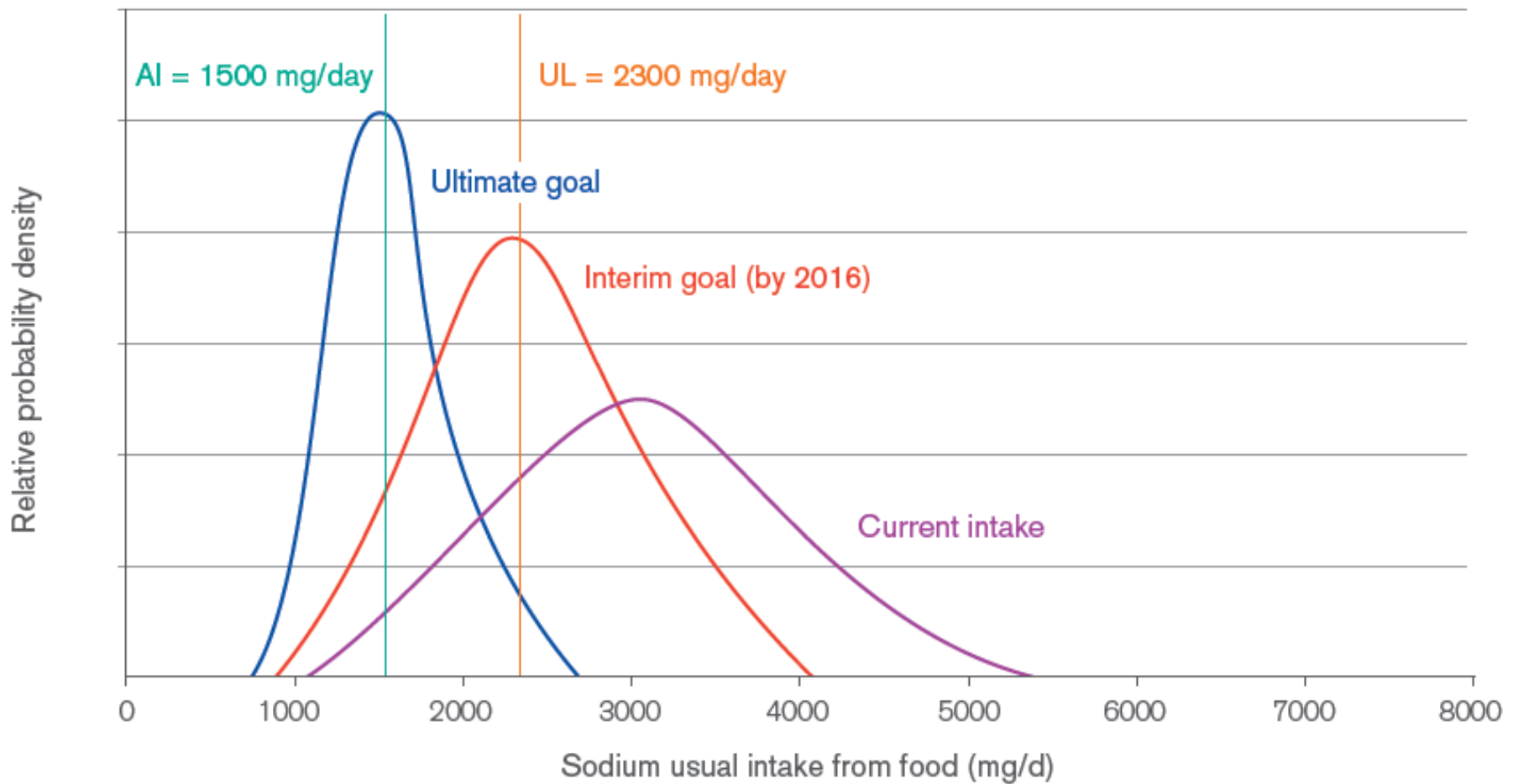
26 Targetted Recommendations in Four areas



11



Interim and ultimate Sodium reduction goals



Food Supply 'Prong'

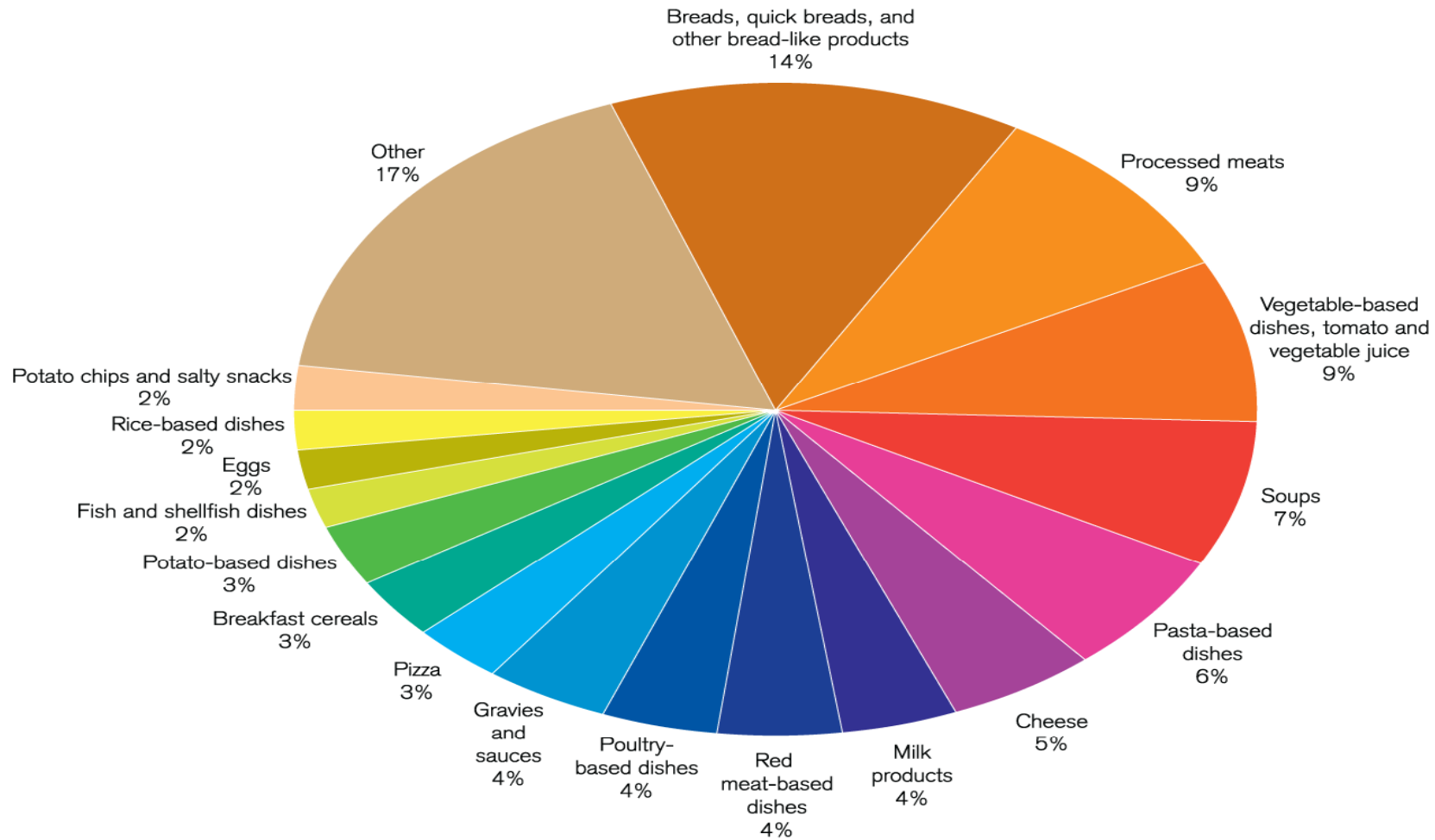


13

Objectives

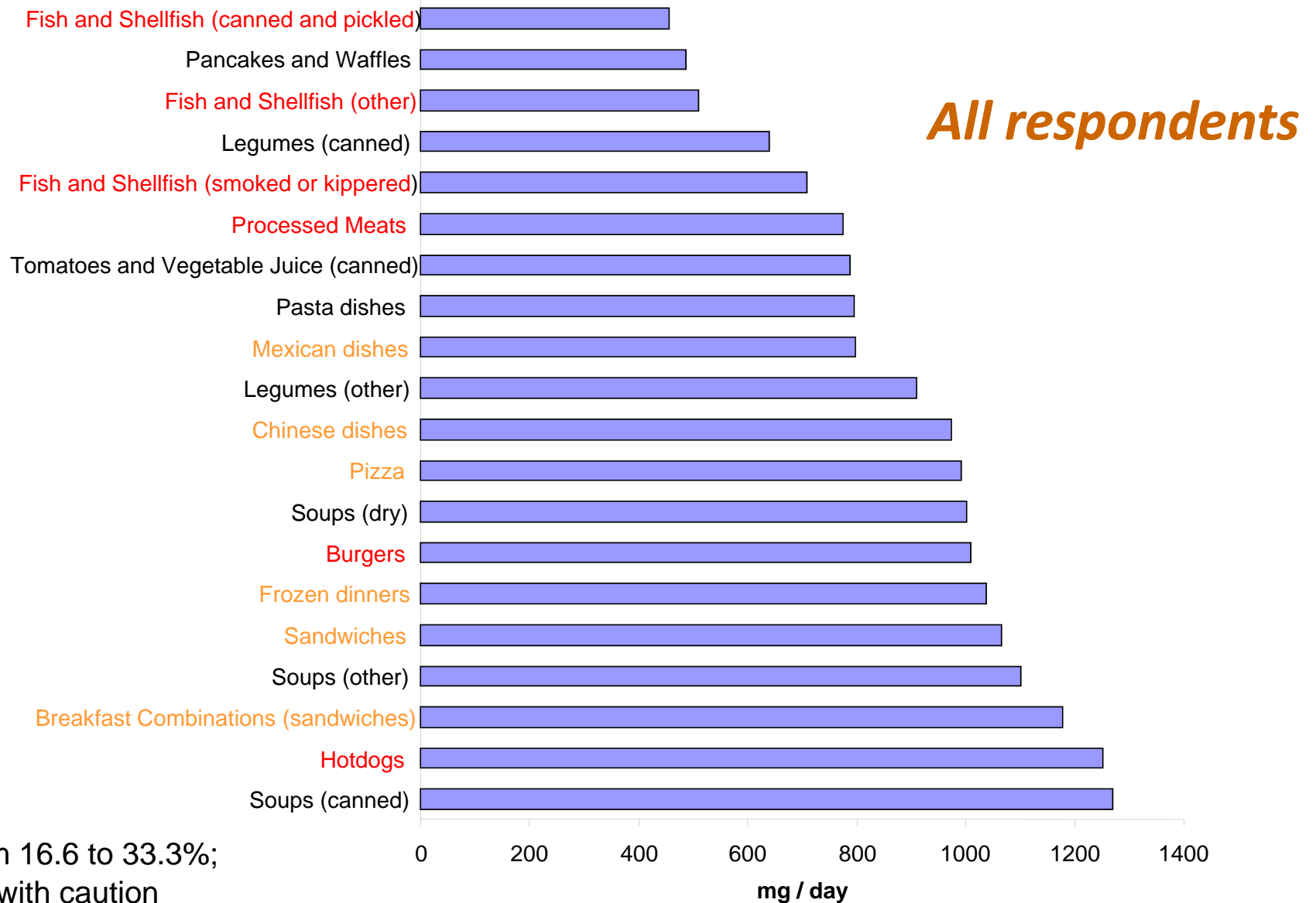
- ❑ To reduce/remove sodium from commercially prepared foods
- ❑ To develop sodium reduction targets for retail and restaurant and foodservice foods using an approach similar to the UK; but adjusted to reflect the Canadian food supply

Major food group contributors to sodium intake*



Data from Canadian Community Health Survey - Cycle 2.2 on Nutrition, Statistics Canada, 2004; Fischer et al, 2009

Which foods to target/monitor? Top 20 food contributors to sodium intake (eaters of the food)



* CV from 16.6 to 33.3%;
interpret with caution

Canadian process to set sodium reduction targets



16

- ❑ Use Canadian data for sodium levels in foods to set Canadian sodium reduction targets

- ❑ To understand the sodium levels of foods currently sold in Canada
 - Assess the sales weighted average of sodium levels among brands in a food category and determine the range of sodium content
 - Assess within and between - manufacturer variability of sodium levels in various foods (e.g. bread products, cheese products)

- **setting concrete, achievable goals for sodium reduction for Canada.**

- ❑ Serve as a target-setting tool for setting baseline and a monitoring tool to track changes in sodium levels over time

Methodology of using Canadian sodium data



17

- ❑ Sampling plan for the individual products within each food category was based on market share data (sales volume) (Nielsen)
 - Collectively the food products represented 80 to 99% of market share in a certain category
 - A randomized sampling plan based on market share data was used to identify the individual products to be collected

- ❑ How the data was being collected:
 - Food labels were picked up in various stores across Canada and delivered or scanned and sent to HC
 - Information gathered directly from companies
 - Information posted on Internet (verified by the company afterwards)

Setting Targets for Sodium Content in Processed Food Categories



18

- ❑ Are intended as the maximum level below which all foods in each category should fall by 2016.
- ❑ Stepwise sodium reduction targets for foods
 - Interim milestones for 2012, 2014
 - to be monitored and revised as needed
- ❑ Average sodium levels across a food category should be below the target
- ❑ Expect companies to lower the sodium content gradually over time to the lowest level possible, taking into consideration food safety, quality and consumer acceptance.

Will using the targets get us there?

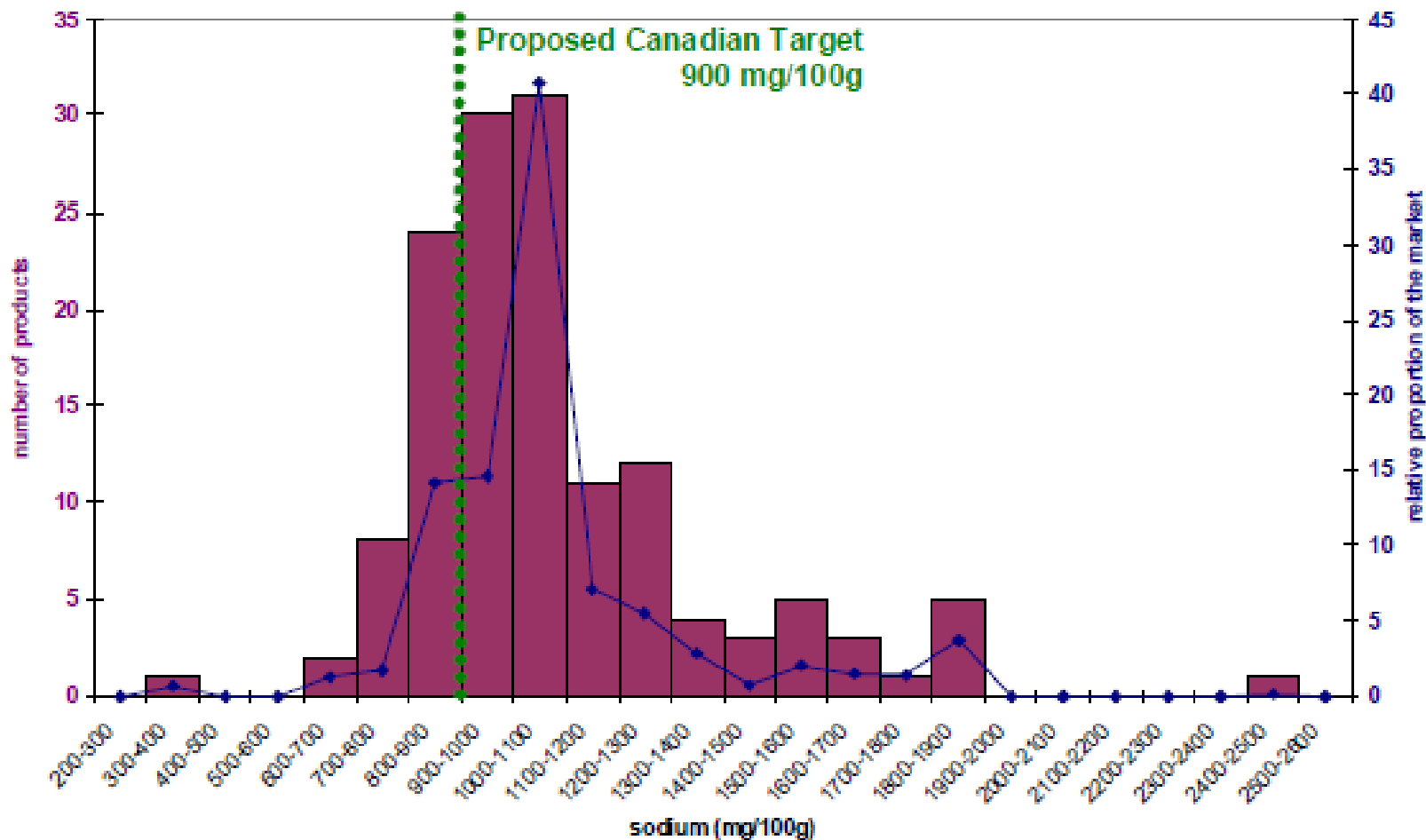


19

- ❑ In setting the target approach, modelling was done for the SWG using the UK FSA 2012 targets (or avg Canadian levels if already lower or HSFC targets if no UK targets) and Canadian food intake data from CCHS
- ❑ Would result in Canadian intakes below or close to the UL for sodium, for most age-sex groups.
- ❑ Average per capita sodium reduction would be 880 mg/day, approximately a 28% reduction in sodium intake from foods, excluding the salt added by the consumer.

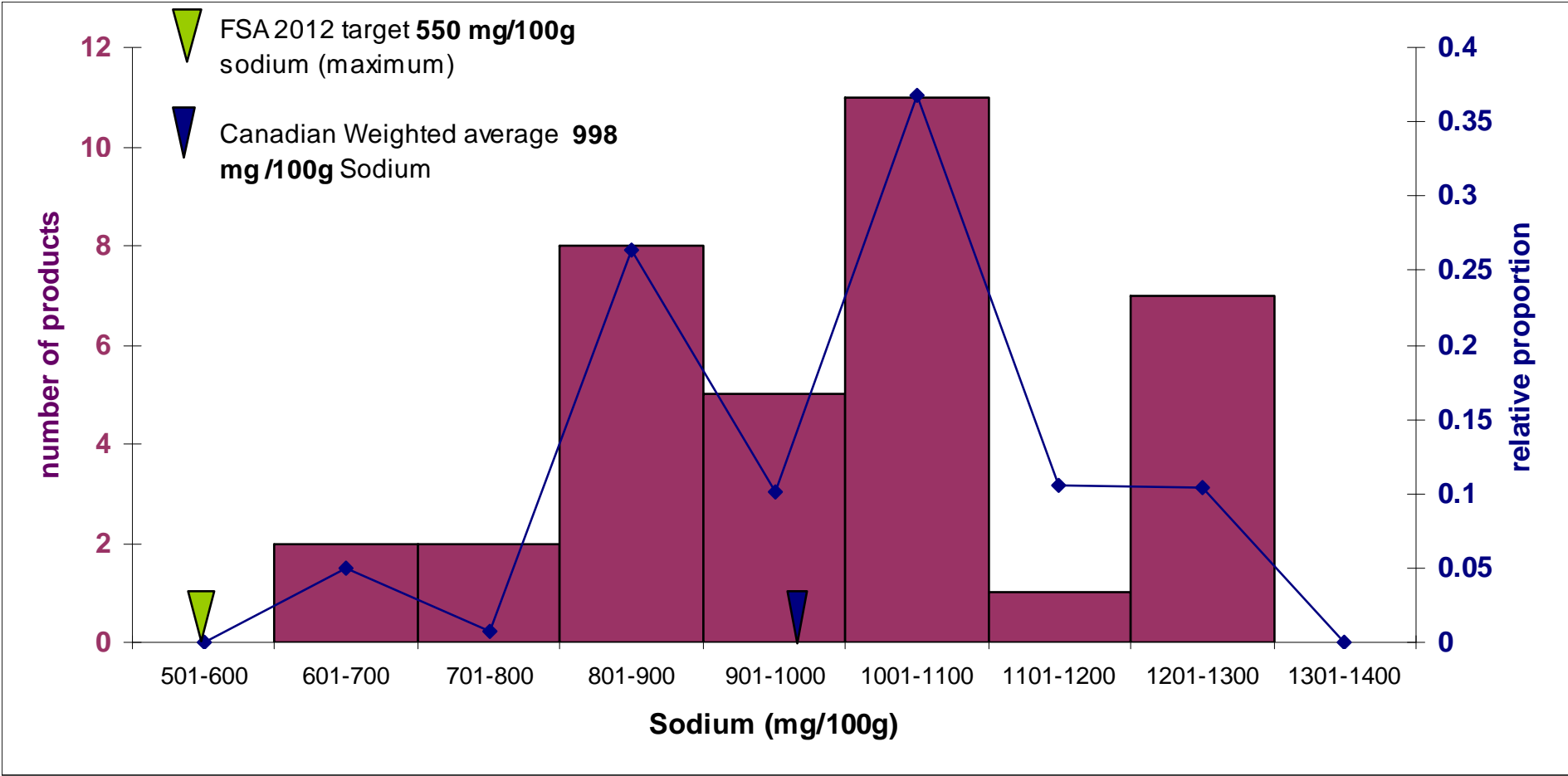


Sodium distribution and sales proportion for deli meats (excl pate)



From Target Setting consultations, Fall 2009

Sodium distribution and sales proportion for Wieners



Draft Sodium Reduction Targets – Some Examples¹

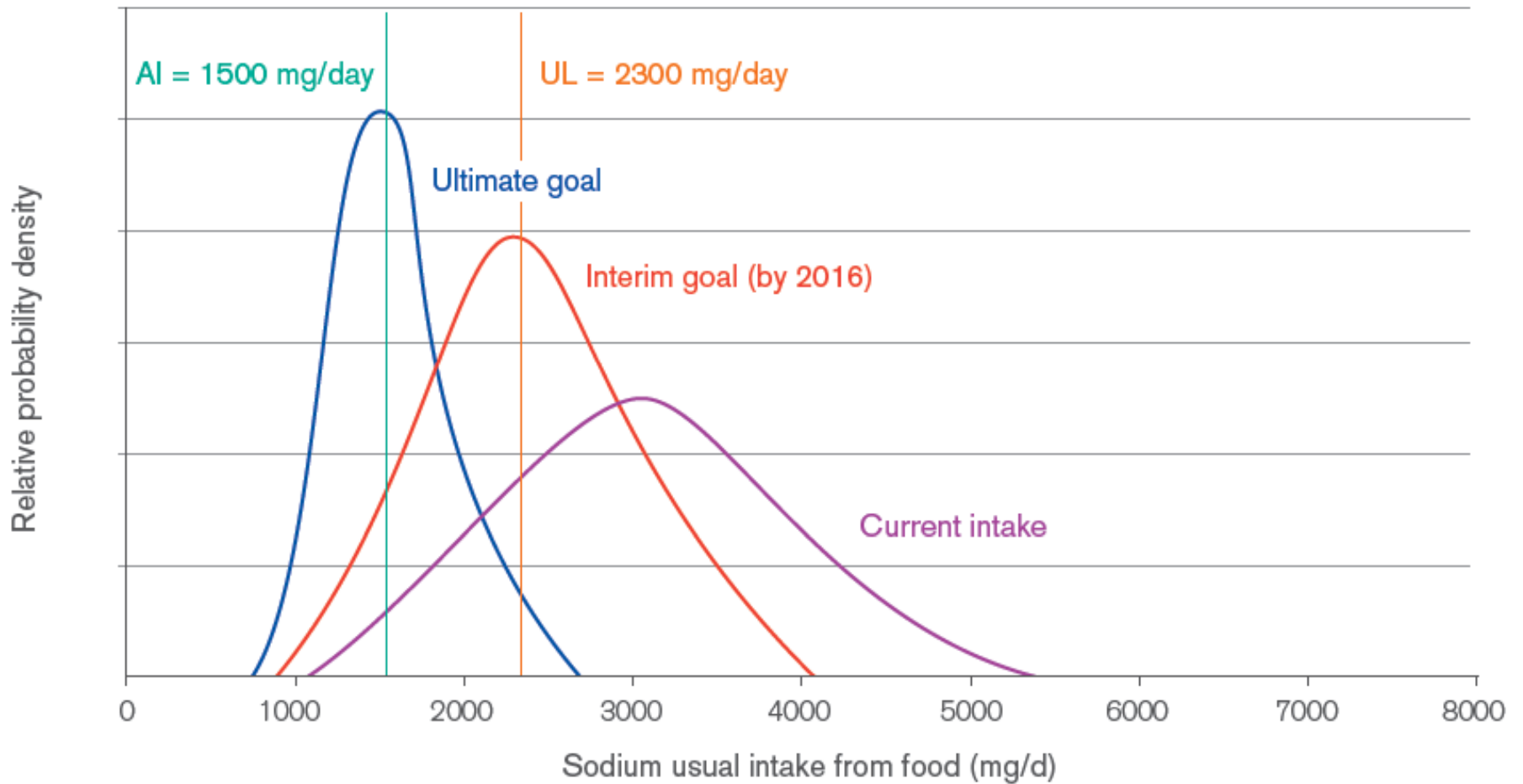


Food Category	Draft Milestones		Draft Targets	
	2012	2014	2016	
	SWA	SWA	SWA	Max
I-Packaged Deli Meats (Excl. Pates & Spreads)	950	875	800	890
Uncooked Bacon - Belly & Back Bacon	560	480	400	610
Fully Cooked Bacon, Breakfast Strips, Subst. & Back Bacon	1200	1050	890	1150

SWA = Sales Weighted Average - average of the sodium levels of all products in a category weighted by their volume market share

¹ From Health Canada - Stakeholder Consultation on Setting Sodium Reduction Targets , January 2011

Interim and ultimate Sodium reduction goals



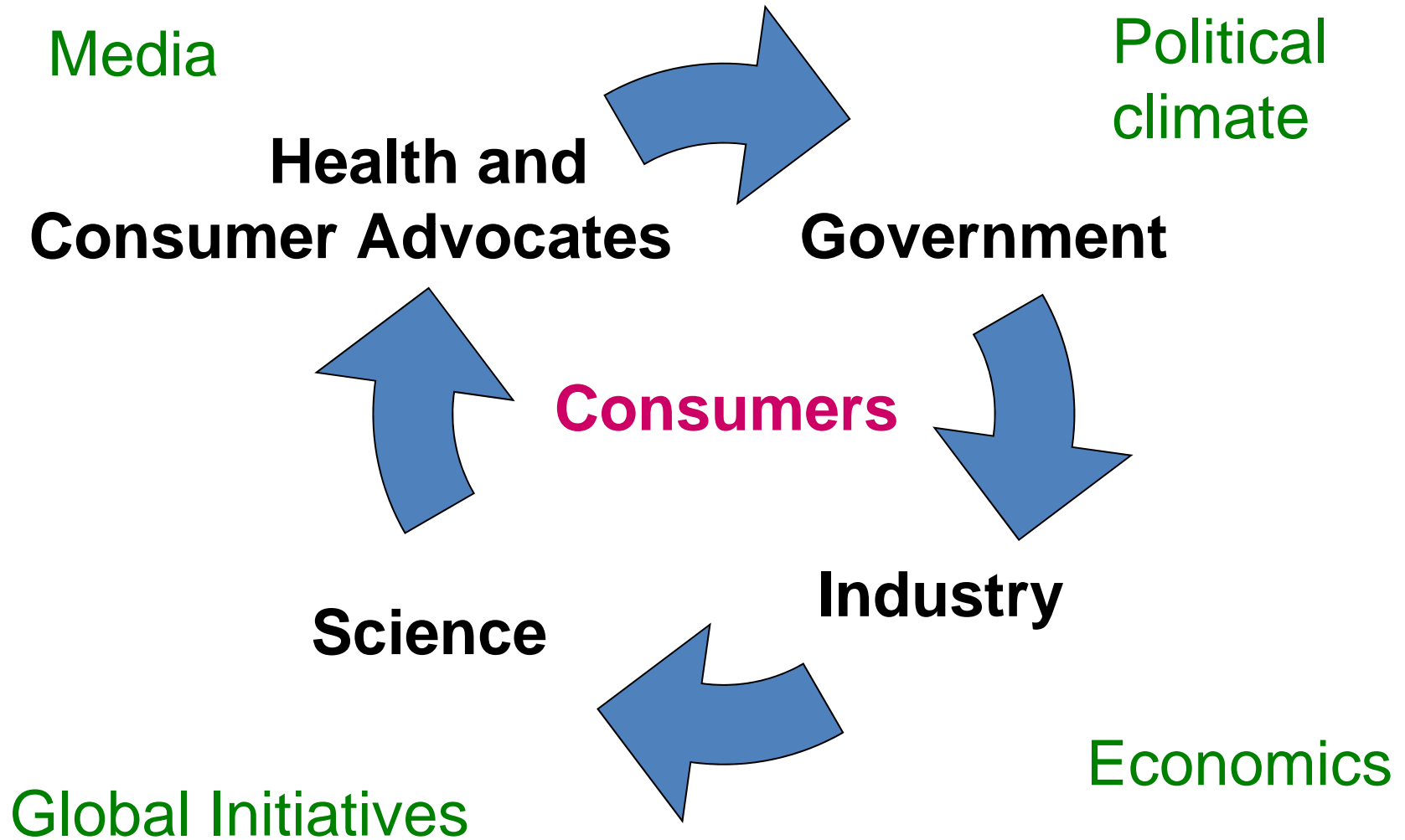
Structured Voluntary Approach to Sodium Reduction



24

- ❑ The structured voluntary approach to reducing sodium in the food supply recommended by the SWG involves:
 - published sodium reduction targets for foods
 - defined timelines
 - a mechanism for public commitment by industry to the targets
 - a plan for monitoring progress by a body other than the food industry, and
 - a plan for independent evaluation of the success of the program with the option of taking stronger measures as necessary depending on progress.

Conclusion: Collective Action requires effort from all sectors



Website Links



26

Health Canada's Sodium Page

<http://www.healthcanada.gc.ca/sodium>

US – Institute of Medicine (IOM, NAS)

<http://www.iom.edu/Activities/Nutrition/ReduceSodiumStrat.aspx>

WHO – Sodium reduction strategies

<http://www.who.int/dietphysicalactivity/reducingsalt/en/index.html>



Thank You !



mary.labbe@utoronto.ca

