

Sodium Reduction Challenge



Morton Salt Has Solutions

FOOD MANUFACTURERS: CONSIDERING REFORMULATION?

Sodium reduction continues to be top-of-mind, with a “call to action” by the United States government for an increased availability of affordable, nutritious food options that are lower in sodium. This call to action came in the form of the 2010 Dietary Guidelines for Americans (DG), which emphasize that current American sodium consumption levels are exceeding recommended levels.¹

WHEN SODIUM REDUCTION IS NECESSARY, MORTON HAS SOLUTIONS THAT WORK

Sodium reduction is a challenge and also an opportunity for food producers, suppliers, and retailers. The real opportunity, however, is the collaborative effort between Morton Salt and its customers working together to create great tasting, lower sodium product offerings.

Morton Salt respects the goals of the Dietary Guidelines, and, in fact, has been offering sodium reduction alternatives for more than 40 years.

As the category leader, we focus our efforts on meeting the needs of our customers, and as a result, provide a variety of sodium-reduction solutions.

MORTON SALT:

1. Offers a full range of sodium-reduction specialty salt and potassium chloride products including Morton® Potassium Chloride, Morton Lite Salt® Mixture, KaliSel Potassium Chloride and a variety of salt particle sizes and bulk densities for seasoning blends and topical applications.
2. Is committed to guiding and supporting your brands as you formulate or reformulate reduced-sodium products.
3. Has quality specialists, chemical engineers and food technologists to help identify a solution set that both reduces a product’s sodium level and leaves product performance and appeal intact.
4. Will visit food processing customers to serve as a resource for sodium-reduction solutions.

WHAT ARE THE CURRENT DIETARY RECOMMENDATIONS?¹

POPULATION GROUP-U.S.	DAILY INTAKE GUIDELINES	NEW/UNCHANGED FROM PAST
Individuals (depending on age and other individual characteristics) who do not have any of the risk factors identified below	Less than 2,300 mg	Unchanged
Individuals, Age 51 or older	Less than 1,500 mg	New
Individuals of African American descent	Less than 1,500 mg	New
Individuals with a chronic condition present: Hypertension, diabetes, chronic kidney disease	Less than 1,500 mg	New

Although the recommended daily sodium intake for Americans without certain risk factors remains unchanged from past guidelines, it is estimated that the average American individual's sodium intake is approximately 3,400 mg per day.¹ The new recommended sodium intake level for individuals with certain risk factors is less than 1,500 mg and is estimated to apply to nearly half of the U.S. population.¹ Food processors may have company-driven sodium-reduction targets they strive to meet. In addition, these regulations, voluntary programs or proposals call for sodium reduction:

- *Labeling Claims: The use of Nutrient Content Claims on-pack must abide by FDA labeling definitions.*
 - "Reduced sodium" products must be at least 25% less than original formulation.²
 - "Low Sodium" formulas must have 140 mg or less sodium per serving and reference amount.²
 - Health claims and the claim "healthy" also have limitations on sodium content.
- *New York City National Salt Reduction Initiative (NSRI): NSRI has developed specific targets to guide company salt reductions including 62 categories for packaged foods and 25 for restaurant foods.³*
- *Walmart has announced its goal is to reduce sodium by 25% in key categories of private label and national brands by 2015.⁴*

- *In response to recommendations of the Multi-Stakeholder Working Group on Dietary Sodium Reduction, Health Canada has proposed targets for sodium reduction including 2012 and 2014 milestones based on a sales-weighted average with final targets for 2016 that include both sales-weighted averages and maximums.⁵*

POTASSIUM IN PLACE OF SODIUM: A NUTRIENT IN NEED

Often times the most functional and cost-effective strategy for reducing sodium is to substitute potassium chloride for part of the sodium chloride in the formula. In fact, current U.S. Dietary Guidelines advise adults to consume 4,700 mg potassium/day, though many adults fail to do so.¹ Potassium chloride contains 52.4% potassium, making it a concentrated source of this essential mineral.

MEETING THE CHALLENGE

Food processors and foodservice establishments are in the difficult but unique position to provide options relevant to emerging standards for health and nutrition.

And as needed, Morton Salt is available to help produce reduced-sodium formulations that perform consistently, deliver on taste and safety and maintain the wholesome, delicious foods that manufacturers need to deliver. Visit us at www.MortonSalt.com or www.WindsorSalt.com for industry customer support.



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¹ U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans 2010*. 7th Edition, Washington, DC: U.S. Government Printing Office, December 2010.
² Guidance for Industry: Food Labeling Guide; Definitions of Nutrient Content Claims <http://www.fda.gov/Food/GuidanceComplianceRegulatoryInformation/GuidanceDocuments/FoodLabelingNutrition/FoodLabelingGuide/ucm064911.htm>. Accessed May 24, 2011.

³ New York City Department of Health and Mental Hygiene. Cutting Salt, Improving Health. <http://www.nyc.gov/html/doh/html/cardio/cardio-salt-initiative.shtml>. Accessed May 24, 2011.
⁴ Walmart Corporation. Walmart Launches Major Initiative to Make Food Healthier and Healthier Food More Affordable. <http://walmartstores.com/pressroom/news/10514.aspx>. Accessed May 31, 2011
⁵ Health Canada. Stakeholder Consultation on Setting Sodium Reduction Targets (January 2011) <http://www.hc-sc.gc.ca/fn-an/consult/2011-sodium/consultation-eng.php>. Accessed May 31, 2011.