



# *Current Initiatives Canada: Food Labelling & National Task Force*



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Health  
Canada

Santé  
Canada



**Pan American  
Health  
Organization**

Regional Office of the  
World Health Organization

*Mobilizing for Dietary Salt Reduction Policies and Strategies in the Americas:  
Expert & Country Consultation (Miami, Florida, 13–14 January 2009)*



# Outline



- Sodium intake in Canada
- Nutrition labelling
- Sodium nutrient content claims
- Sodium health claims
- Front of package labelling
- Sodium in the *Food Guide*
- Sodium Working Group






# Dietary Requirements for Sodium

Age groups (y)	AI (mg/d)	UL (mg/d)
1 to 3	1000	1500
4 to 8	1200	1900
9 to 13	1500	2200
14 to 18	1500	2300
19 to 50	1500	2300
51 to 70	1300	2300
71+	1200	2300

- **Adequate Intakes** (AIs) for good health for people aged one year and over, range from 1000 mg/day to 1500 mg/day.
- **Tolerable Upper Intake Level\*** (UL\*) for sodium for people aged 14 and over should not exceed 2300 mg of sodium per day, (IOM, 2004).

\* UL is the highest intake level likely to pose no risk of adverse health effects.



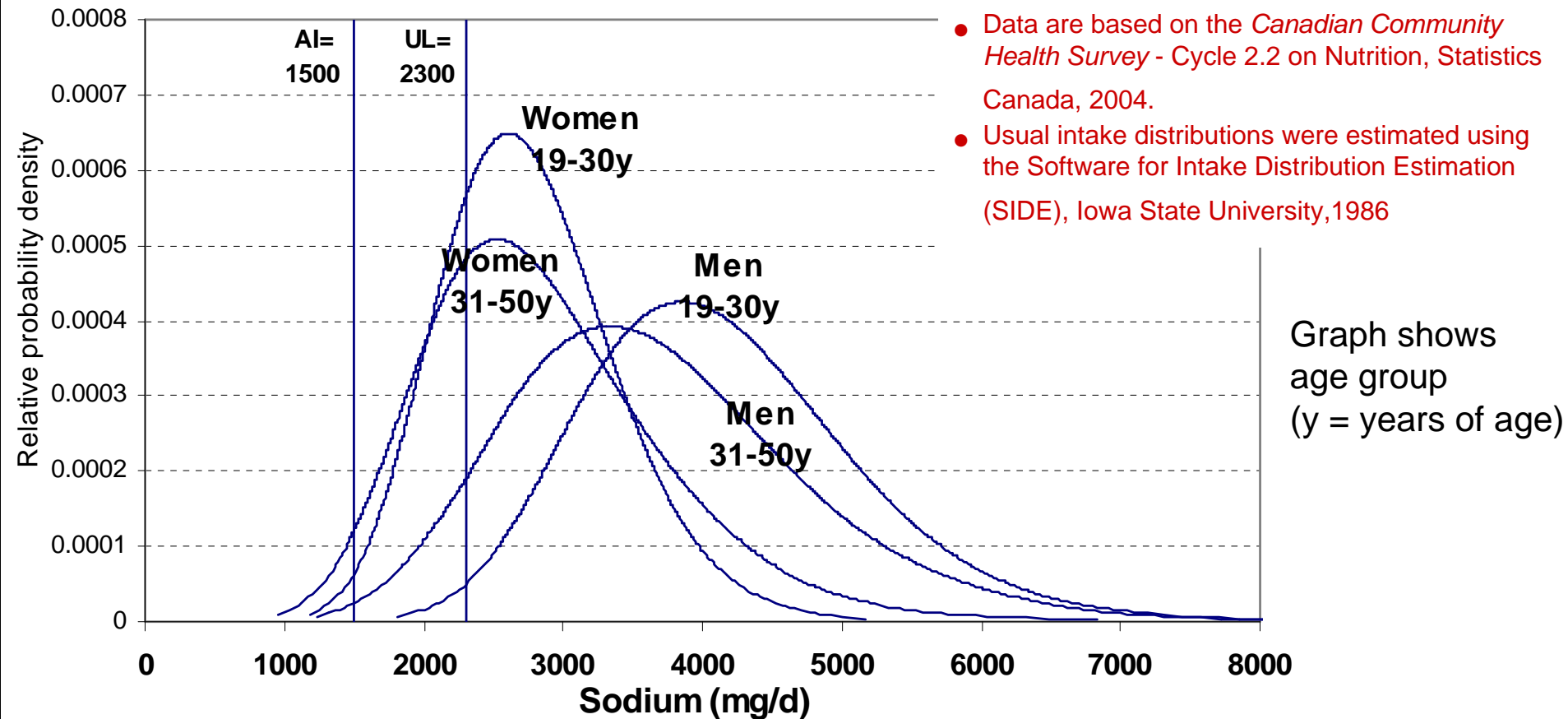


# *Sodium Intake in Canada*

- Canadians, aged 1+, consume on average about 3,100 mg per day of sodium (7.9 g salt) (CCHS 2.2, 2004)
  - Does not include salt added in cooking and at the table (an additional 10–15% of daily sodium intake)



# Usual Sodium Intake, Distribution for Men and Women



Age (y)	Men		Women	
	% above AI	% above UL	% above AI	% above UL
19 to 30	100	98.8	99.1	74.5
31 to 50	99.5	92.2	96.9	70.8

# Sodium intake in Canada <sup>1,2</sup>

Age group (y)	Adequate Intake, AI (mg/day)	Tolerable Upper level, UL (mg/day)	Usual sodium intake by Canadians (mg)	% of population greater than UL
<i>1 to 3</i>	1000	1500	1903	76.8
<i>4 to 8</i>	1200	1900	2677	92.7
<i>9 to 13</i>	1500	2200		
<i>Male</i>			3555	97.4
<i>Female</i>			2962	83.4
<i>14 to 18</i>	1500	2300		
<i>Male</i>			4142	97.2
<i>Female</i>			2936	82.2
<i>19 to 30</i>	1500	2300		
<i>Male</i>			4083	98.8
<i>Female</i>			2743	73.0
<i>31 to 50</i>	1500	2300		
<i>Male</i>			3634	92.2
<i>Female</i>			2778	70.8
<i>51 to 70</i>	1300	2300		
<i>Male</i>			3345	85.8
<i>Female</i>			2587	63.7
<i>&gt;70</i>	1200	2300		
<i>Male</i>			2874	76.7
<i>Female</i>			2294	44.2

From the *2004 Canadian Community Health Survey (CCHS 2.2) – Nutrition*<sup>1</sup>

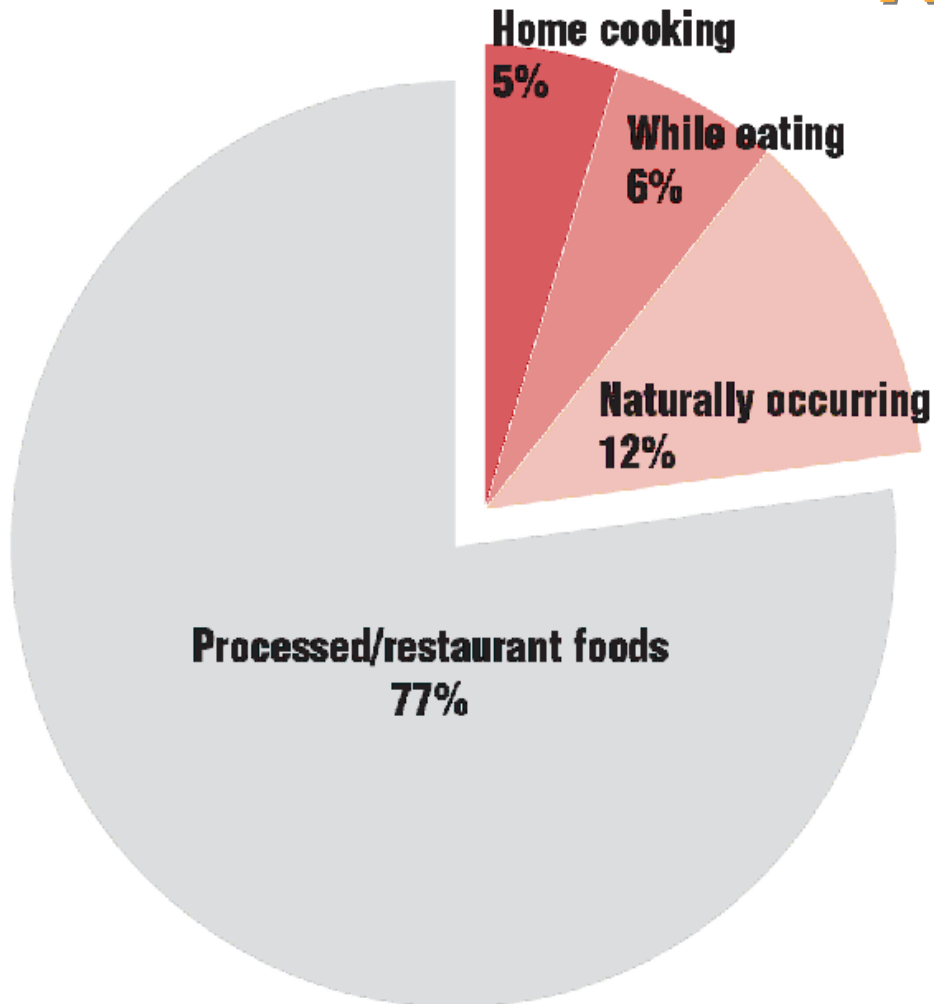
<sup>2</sup>Excludes salt added in cooking and at the table)

<sup>1</sup>*Health Reports, Statistics Canada 18(2): 47-52, 2007.*





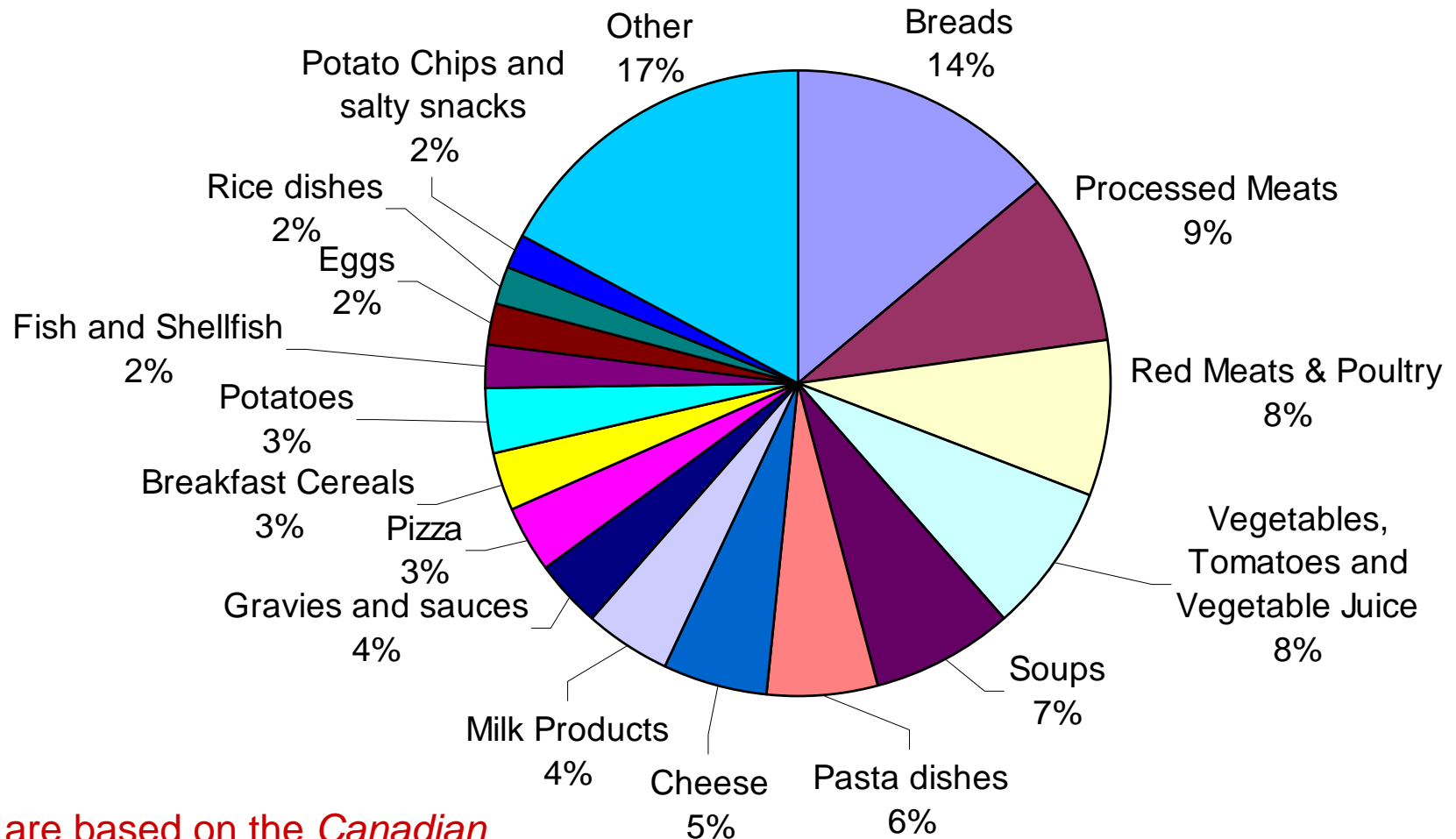
# Sources of Sodium in the North American diet



Sources of sodium found  
in the typical  
North American diet  
(Mates, 1991)



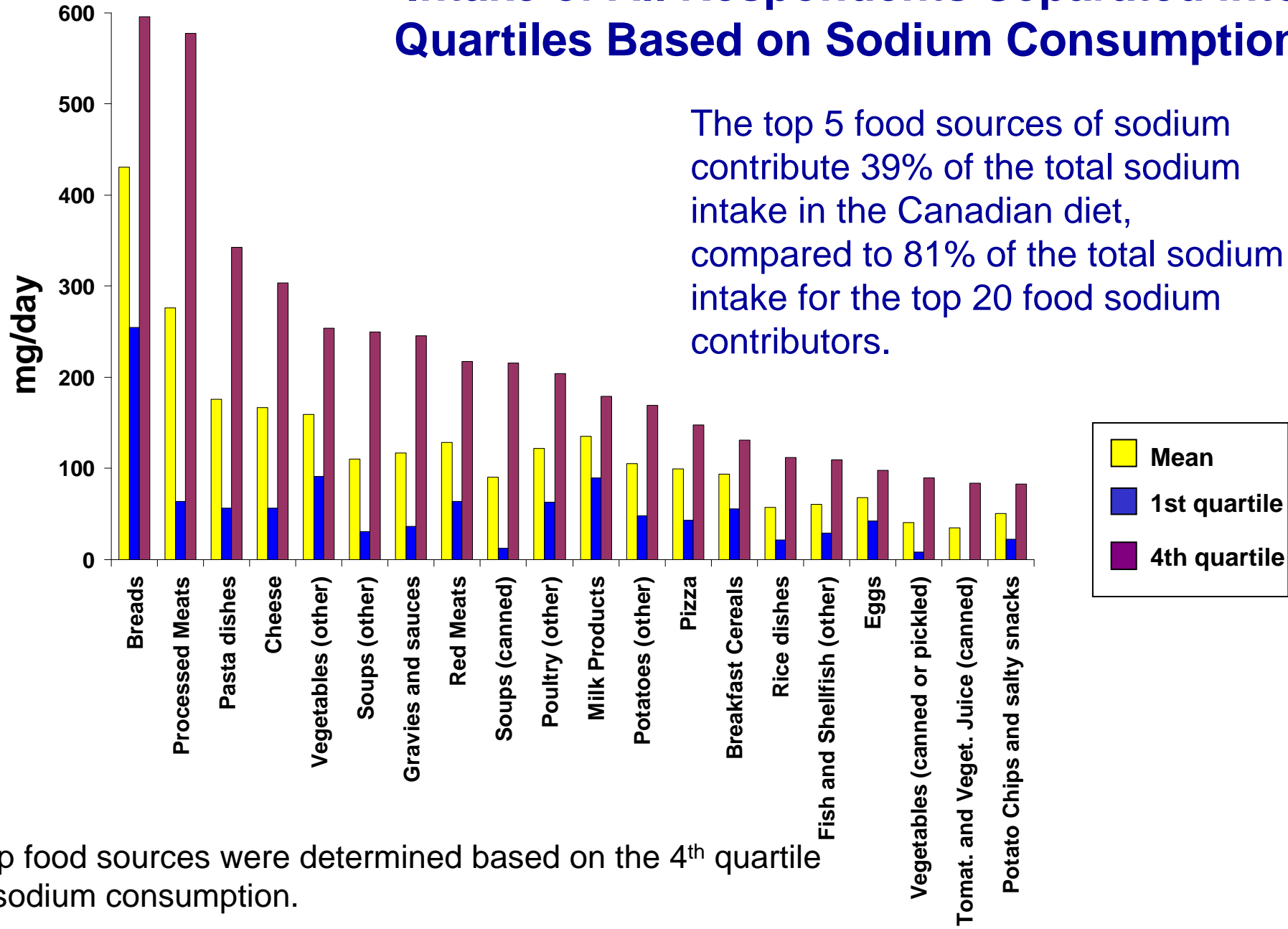
# Percentage of Total Sodium Consumed from Major Groups of Food Sources by All Respondents



Data are based on the *Canadian Community Health Survey - Cycle 2.2 on Nutrition*, Statistics Canada, 2004.



# Top 20 Food Sources\* Contributing to Daily Sodium Intake of All Respondents Separated into Quartiles Based on Sodium Consumption

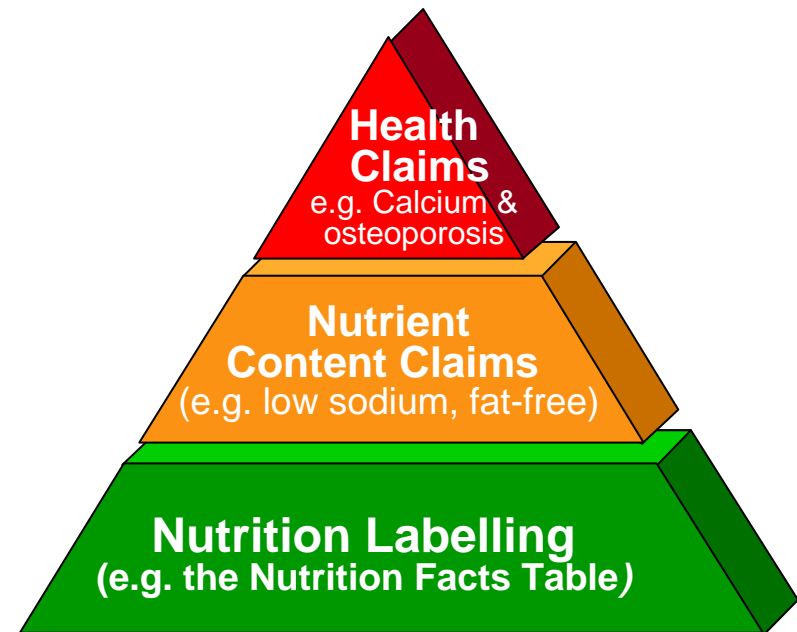


\*Top food sources were determined based on the 4<sup>th</sup> quartile of sodium consumption.



# *Nutrition Information*

- A hierarchy of information about nutrition.
- To help consumers make food choices that will enhance health and reduce the risk of chronic disease.





# Nutrition Labelling

- Regulations Dec. 2002, effective 12 December 2005
- Mandatory on most pre-packaged foods, with some exemptions
- Calories and 13 core nutrients must always appear
- Additional nutrients must appear if subject of a claim
- **Sodium** one of the core nutrients

Nutrition Facts	
Per 1 cup (264g)	
Amount	% Daily Value
<b>Calories</b> 260	
<b>Fat</b> 13g	<b>20%</b>
Saturated Fat 3g + Trans Fat 2g	<b>25%</b>
<b>Cholesterol</b> 30mg	
<b>Sodium</b> 660mg	<b>28%</b>
<b>Carbohydrate</b> 31g	<b>10%</b>
Fibre 0g	<b>0%</b>
Sugars 5g	
<b>Protein</b> 5g	
Vitamin A 4% • Vitamin C 2%	
Calcium 15% • Iron 4%	



## *Nutrient Content Claims re Sodium*

- Six nutrient content claims related to sodium are regulated in Canada:
  - **“salt-free”** (less than 5 mg of sodium per serving),
  - **“low in sodium”** (140 mg of sodium or less per serving), or
  - **“reduced in sodium”** (at least 25 percent less than the regular product)
  - **“lower in sodium”** (at least 25% less sodium)
  - **“no added sodium or salt”** (no added salt, other sodium salts or ingredients that contain sodium that functionally substitute for added salt)
  - **“lightly salted”** (at least 50% less sodium added than the sodium added to the similar reference food)





# Health Claims re Sodium


- Health Claim for Sodium

- A healthy diet containing foods high in potassium and low in sodium may reduce the risk of high blood pressure, a risk factor for stroke and heart disease
  - The food must meet the conditions for the subject “free of sodium or salt”, if the label of the food carries: “sodium-free”
  - The food must meet the conditions for the subject “low in sodium or salt” if the food carries: “low in sodium”

- Health Claim for Fats

- A health diet low in saturated and trans fats may reduce the risk of heart disease
  - **Conditions regarding sodium:** contains 480 mg or less of sodium per reference amount and per serving of stated size





# Examples: Symbols in Front of Package Labelling Seen in Canada (not regulated\*)

## Heart & Stroke Foundation's Health Check Program

### ➤ New criteria effective Nov. 2010

(e.g. **Breads** from 480 mg or less to 360 mg or less

**Cereals** from 480 mg or less to 240 mg or less,

**Vegetables** 480 mg or less to 240 mg or less,

**Canned tomato and vegetable juices and blends** from 650 mg or less 480 mg or less)



## Smart Spot™ Symbol Sodium Nutrition Criteria

includes limits for the amount of fat—including saturated and trans fats—cholesterol, **sodium** and added sugars (per serving)

Limits for sodium: **Beverages** (480 mg); **Foods** (480 mg); **Snacks** (270 mg)



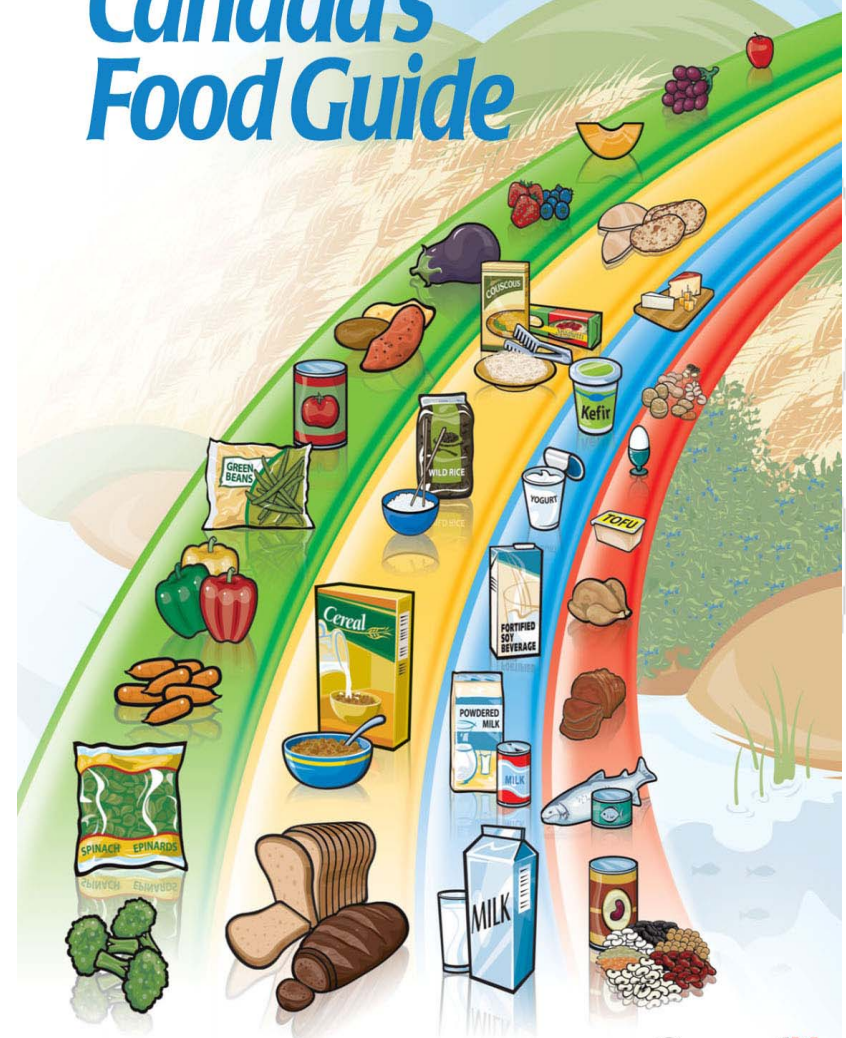
Health  
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\*Many use the HC health claim disqualification level of 480 mg Na



# Eating Well with Canada's Food Guide



- Compare the Nutrition Facts table on food labels to choose products that contain less fat, saturated fat, trans fat, sugar and **sodium**
- Choose vegetables and fruit prepared with little or no added fat, sugar or **salt**
- Choose grain products that are lower in fat, sugar or **salt**
- Select lean meat and alternatives prepared with little or no added fat or salt.
  - If you eat luncheon meats, sausages or prepackaged meats, choose those lower in **salt (sodium)** and fat.






# *Multi-stakeholder Working Group on Dietary Sodium Reduction (SWG)*

- **Formation of SWG:** Announced by Minister of Health October 2007
- **Mandate:** To develop, implement and oversee a population-health strategy for the successful reduction of the sodium content of the diets of Canadians
- **Strategy:** Develop, implement and oversee a strategy to reduce the overall consumption of sodium by Canadians through a three pronged approach:
  - Education/consumer awareness
  - Guided voluntary reduction of sodium levels in processed food products and foods sold in food service establishments
  - Research





# *Multi-Stakeholder WG on Dietary Sodium Reduction*

- **Sodium Working group includes 24 representatives from:**

- **Scientific and Health-professional Community (5)**

- Canadian Institutes of Health Research
- Canadian Stroke Network
- Dietitians of Canada
- Blood Pressure Canada
- Council of Chief Medical Officers of Health

- **Health-focused & Consumer NGO (5)**

- Heart and Stroke Foundation of Canada
- Canadian Council of Food and Nutrition
- Centre for Science in the Public Interest
- Extenso – Reference Centre for Human Nutrition
- Canadian Society for Nutritional Sciences

- **Food Manufacturing & Food service Industry (7)**

- Canadian Meat Council
- Food and Consumer Products of Canada
- Food Processors of Canada
- Canadian Council of Grocery Distributors
- Canadian Restaurant and Food Services Association
- Baking Association of Canada
- Dairy Processors of Canada

- **Government (6)**

- Office of Nutrition Policy and Development
  - Food Directorate
  - Federal-Provincial Territorial Group on Nutrition
  - Agriculture and Agri-Food Canada
  - Canadian Food Inspection Agency
  - Public Health Agency of Canada
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# *Process Planned*

- **Assessment Stage: Ongoing**
- **Development of Strategic Framework**
  - Develop a Strategic Framework that includes goals, action plans to guide implementation and methods of assessment to determine success
  - Consult the wider stakeholder community (as needed) to seek input and/or commitment to action for dietary sodium reduction.
  - The approach will be evaluated for effectiveness and will include consideration of other policy options as required to achieve the goals.
- **Implementation Stage**
  - The Multi-Stakeholder Working Group will oversee implementation and monitor progress according to timelines and methods of assessment outlined in the Strategic Framework.





## *Next Activities of the Sodium Working Group*

- SWG meeting on 18–20 Feb 2009
- Public consultation session on 19 Feb 2009

Public Consultation on line open until 26 January 2009

*How to get involved:*

- Respond to on-line Questionnaire on Dietary Sodium Reduction at <http://www.hc-sc.gc.ca/fn-an/nutrition/sodium/index-eng.php>. Ask to make a presentation to the SWG
- Attend the consultation as an observer
- Contact [sodium@hc-sc.gc.ca](mailto:sodium@hc-sc.gc.ca)





*Thank you*

- Health Canada Website Links
  - The Issue of Sodium => <http://www.hc-sc.gc.ca/fn-an/nutrition/sodium/index-eng.php>
  - Sodium - It's Your Health => <http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/food-aliment/sodium-eng.php>
  - Consultation session of the Multi-stakeholder Working Group on Dietary Sodium Reduction => <http://www.hc-sc.gc.ca/fn-an/consultation/init/sodium/index-eng.php>
  - Sodium Questionnaire => [http://www.hc-sc.gc.ca/fn-an/consultation/init/sodium/sodium\\_consult-eng.php](http://www.hc-sc.gc.ca/fn-an/consultation/init/sodium/sodium_consult-eng.php)

