



Salt Reduction in Brazil

Salt Reduction Week
PAHO Webinar, March 17, 2015

Changes in the food patterns of Brazilians

Challenges of food consumption to the sodium reduction agenda:

Staple foods



Processed foods



Foods eaten out of
the household



Sodium

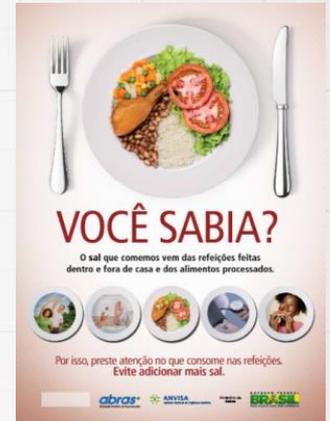
Estimated average
sodium of
12g/person/day

Large participation of
added salt as a sodium
source (2/3)

Inadequacy of
micronutrient intake

Strategies for reducing excessive sodium consumption

- ❑ Promotion of healthy eating and increasing the supply of healthy foods
- ❑ **Voluntary reduction of sodium levels in processed foods** and in foods sold in food service establishments and restaurants
- ❑ Food labelling and consumer information
- ❑ Education and information for consumers, industry, health professionals and other actors



Food reformulation categories

Targets for instant pasta, sliced bread and buns, French bread, cakes and cake mixes, potato chips and corn snacks, cookies and biscuits, margarine, breakfast cereals, salt-based condiments, meat products, dairy products and soups.

First agreement (monitoring results):

- Instant pasta
 - Sliced bread
 - Buns
- *95% to 100% compliance to targets.*
- *10%-15% reduction in average sodium content of foods.*

First agreement (estimates of the use of sodium by industries):

- 1,295 tons until the end of 2012
 - 1,859 tons until the end of 2014
- All agreements:
- 28,562 tons until 2020.

Next steps

- ❑ Strengthening joint monitoring of salt and iodine intake.
- ❑ New rounds monitoring sodium reduction in processed foods and renegotiation of future targets up to 2020.
- ❑ Strengthening communication and education.
- ❑ Food regulation: nutrition labeling, protective settings and food publicity.
- ❑ *Proposal of regional sodium reduction targets in Mercosur, based on PAHO's proposal.*