

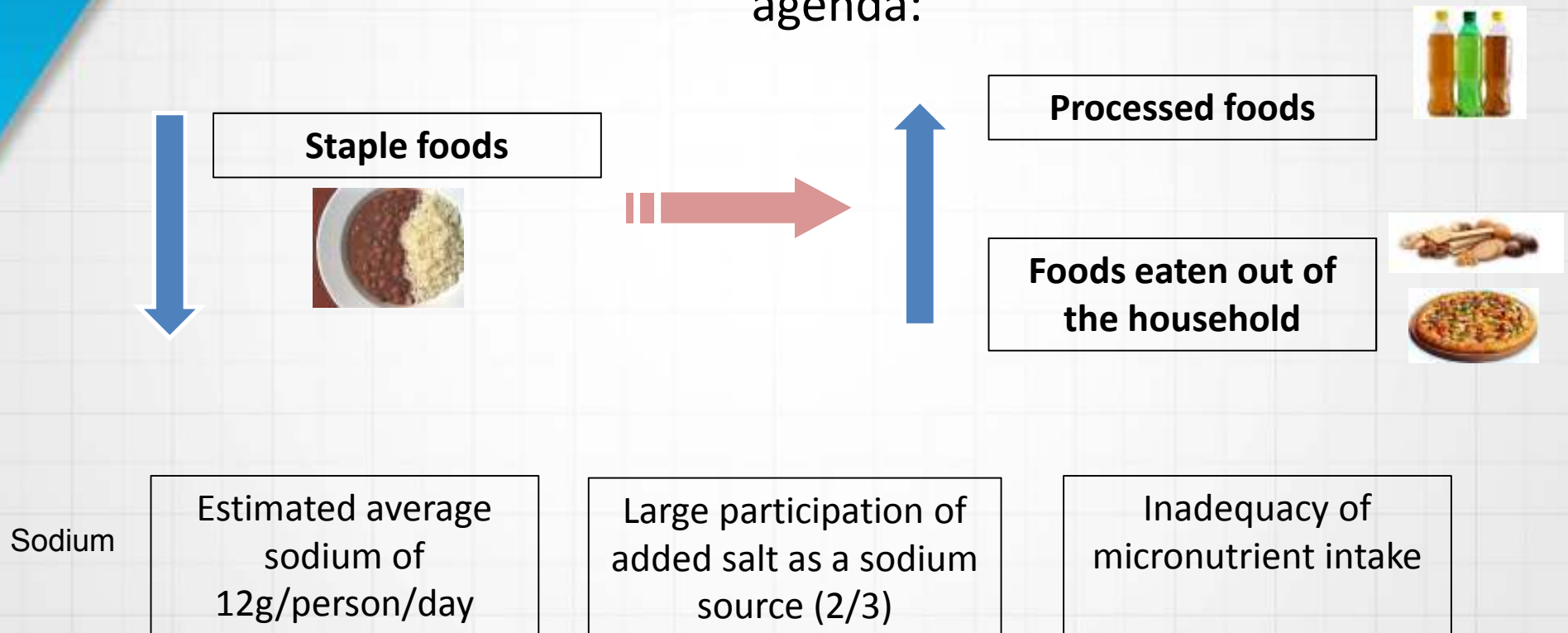


# **Progress on Food Reformulations and Monitoring of Results in Brazil**

**3rd Meeting of the SaltSmart Consortium  
Brasilia, 28-29 October 2014**

# Changes in the food patterns of Brazilians

Challenges of food consumption to the sodium reduction agenda:



# 2008-2009 - Inadequate diets are a major risk factor for NCDs



Nutrients	Prevalence of consumption inadequacy (%)			
	MALE			
	10 to 13 years	14 to 18 years	19 to 59 years	>=60 years
Free sugars	80,0	74,0	67,0	50,0
Saturated fats	83,0	80,0	82,0	80,0
Sodium	81,5	88,9	88,7	80,4
Fibres	78,0	77,0	71,0	60,0
	FEMALE			
	10 to 13 years	14 to 18 years	19 to 59 years	>=60 years
	10 to 13 years	14 to 18 years	19 to 59 years	>=60 years
Free sugars	82,0	83,0	67,0	53,0
Saturated fats	89,0	90,0	87,0	84,0
Sodium	77,7	72,9	69,7	62,2
Fibres	82,0	86,0	75,0	61,0

# Estimated benefits of sodium reduction\*



**Current: 12g**

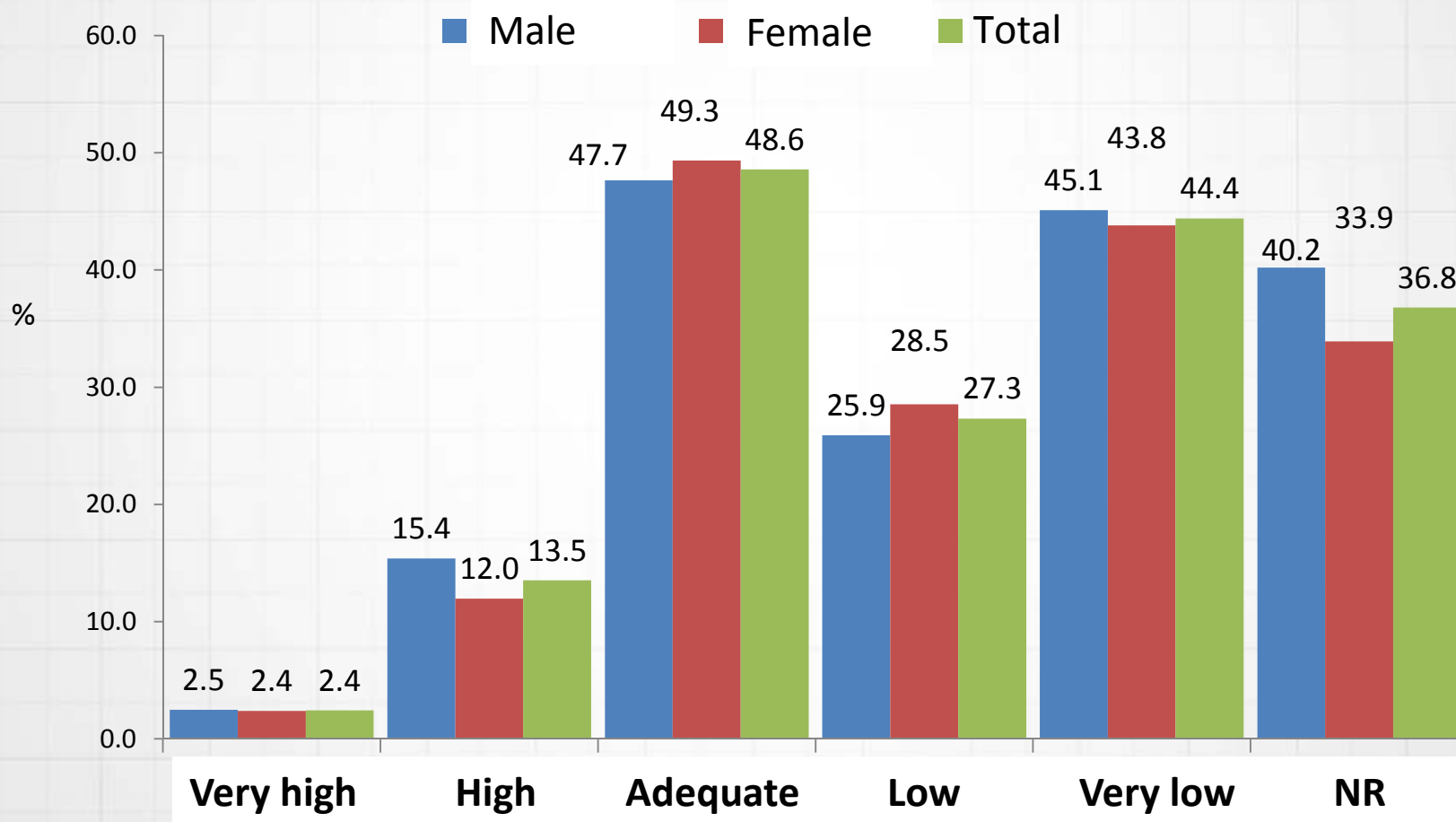


**Goal: 5g**

- **15% less deaths by stroke**
- **10% less deaths by heart attack**
- **1.5 million people free from hypertension medication**
- **+4 years in the life expectancy of hypertensive individuals**

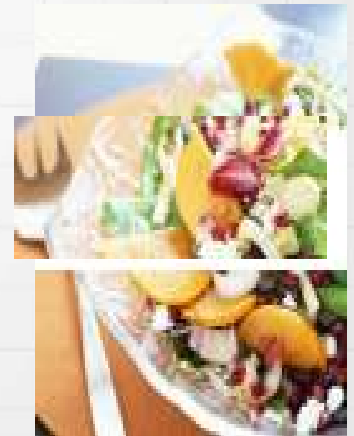
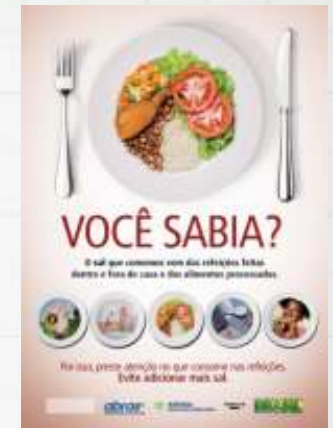
\* = Brazilian Cardiology Society

# Vigitel 2013: Perception of salt 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



# How where industries selected?

- Decision to negotiate with food industry associations instead of individual industries.
- The Brazilian Association of Food Industries (ABIA) represents from 70% to over 90% of the market share of processed foods (according to food category): chance to reach most of the market simultaneously.
- Existing Term of Technical Cooperation (firstly signed in 2007) for healthy diets, physical activity and nutritional education, which included the reformulation of processed foods (through the reduction of sugars, fats and sodium).
- First initiatives: elimination of trans fats (2007-2010)
- At the renewal of the cooperation (2010): commitment to sodium reduction.



## *Criteria for selecting priority foods*

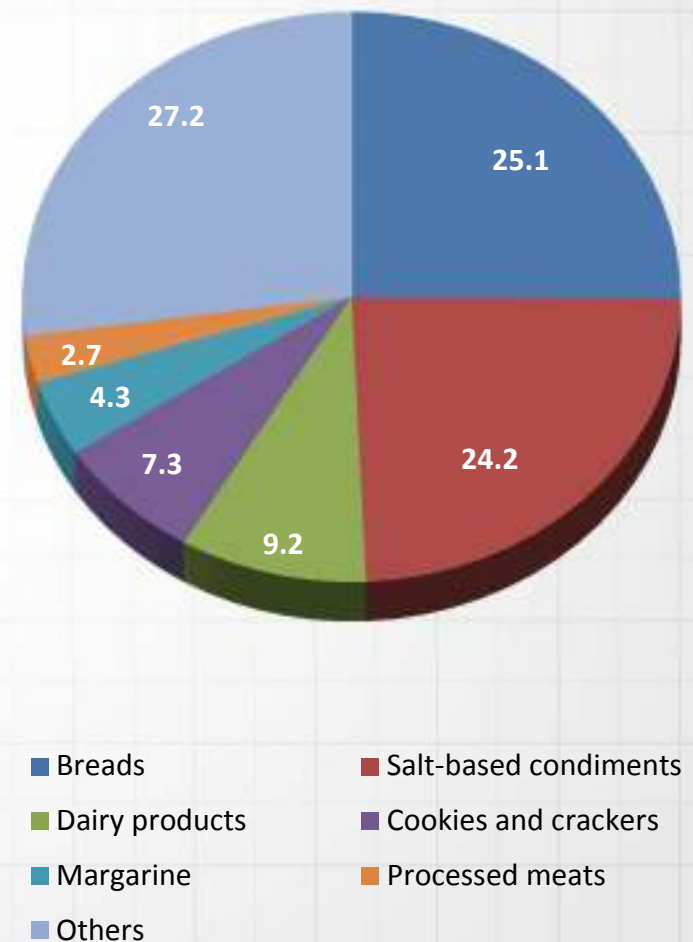
- Foods that most contribute to sodium intake (>90% of sodium intake from processed foods):
  - Household Budget Surveys (POF 2002-2003 and POF 2008-2009): household food acquisition data.
  - Food Composition Data: Brazilian Food Composition Table (TACO), laboratory analysis and food label information.
- Foods that are more frequently consumed by children and adolescents
  - Protection of vulnerable population groups.
  - Food Recordatory Data (POF 2008-2009): high sodium intake in all age groups, including children and adolescents.



## ***Priority foods***

- Breads (French bread, sliced bread and buns)
- Salt-based condiments
- Dairy products (mozzarella cheese, cheese spreads)
- Cookies and crackers
- Margarines
- Mayonnaise
- Processed meat products (hotdogs, sausages, ham, hamburger, breaded meat, salami and bologna sausage)
- Instant noodles
- Cakes and cake mixes
- Snacks (potato chips, corn snacks)
- Breakfast Cereals
- Soups.

***Food category participation in household sodium intake from processed foods (%) – POF 2008-2009***



# Preparations in advance to negotiation

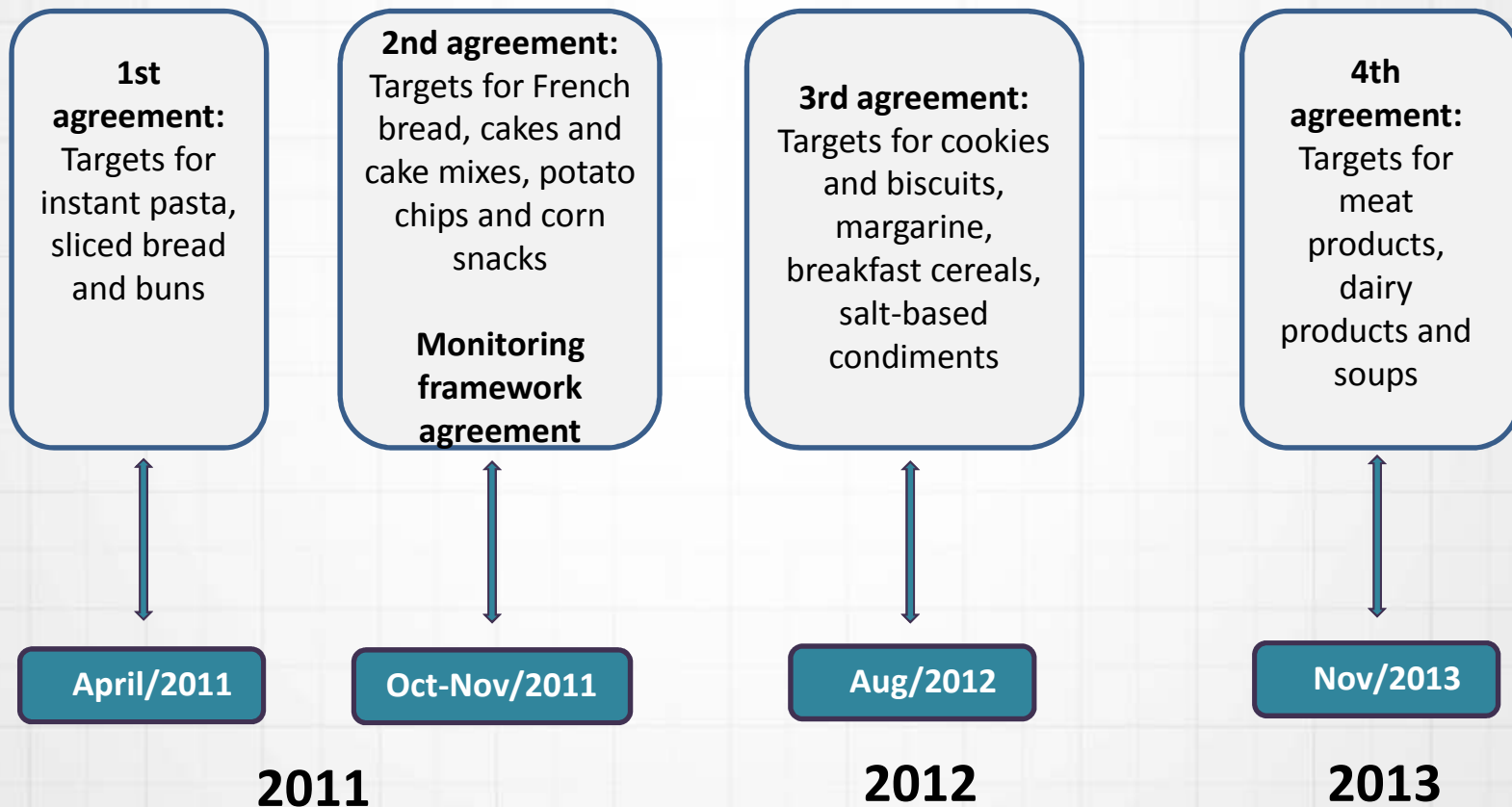


- MoH first internally gathered information about sodium reduction initiatives around the world and designed national criteria to guide negotiation with food industries.
- Main partners in negotiation: National Health Surveillance Agency (Anvisa) and, for dairy and meat products, the Ministry of Agriculture.
- Other partners for monitoring and evaluation: other government sectors, medical societies, universities, research institutions, consumer defense associations etc.

## *Criteria for establishing sodium reduction targets:*

- **Baseline:** Anvisa Technical Report 42/2010, food label inquiries and information from food industries.
- **Upper limit of the category (mg/100g): voluntary,** gradual, sustainable, realistic and transparent reductions, related to all the products in each category.
- Targets must represent **real impact on sodium consumption** (must, at least, be lower than the baseline averages and/or impact sodium reduction in over 50% of the available brands).
- Intermediate **biannual targets** and final reduction target for 2020.
- **2020: final targets** must be established according to international references (as UK and Canada) and lowest contents of the food categories in the Brazilian baseline.

# *Timeline of agreements with food industry for sodium reduction*



# Monitoring the sodium reduction agreements

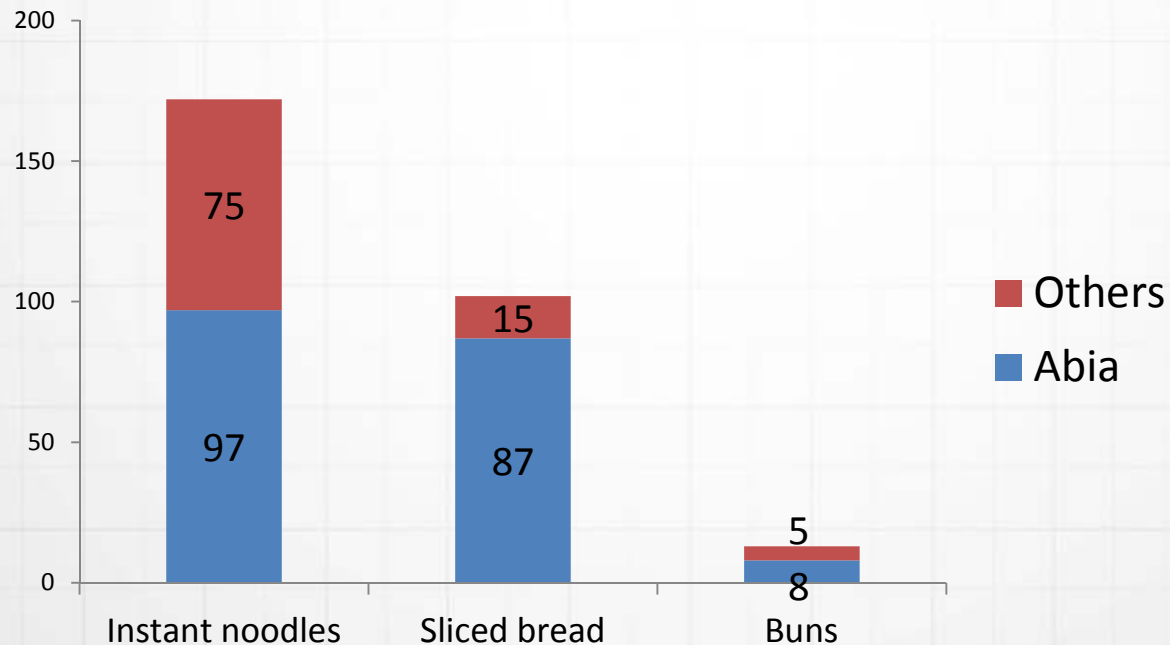
## Monitoring the biannual targets:

- **Food labelling**
- **Laboratory analysis**
- **Use of sodium-based ingredients**

- Period for data collection and analysis: starts by the end of the year of reference for the targets (ex. evaluation of the 2012 targets in 2013) .

# Monitoring of the first agreement – Food labelling

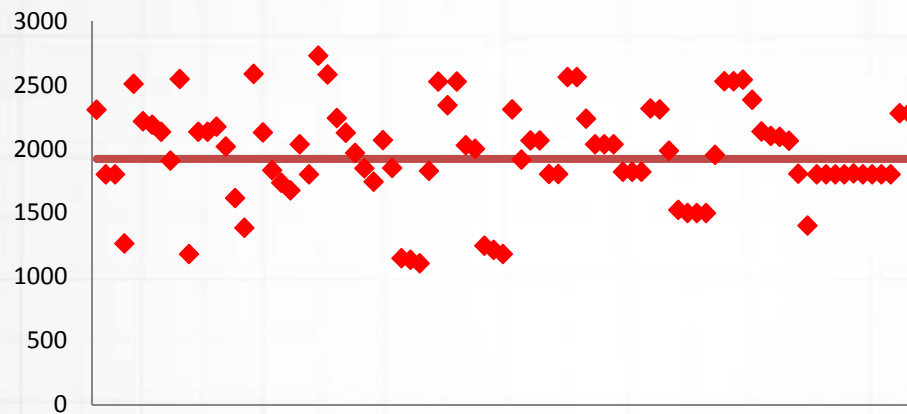
- ✓ 287 products representative of all Brazilian regions, of which 192 belonged to Abia associates



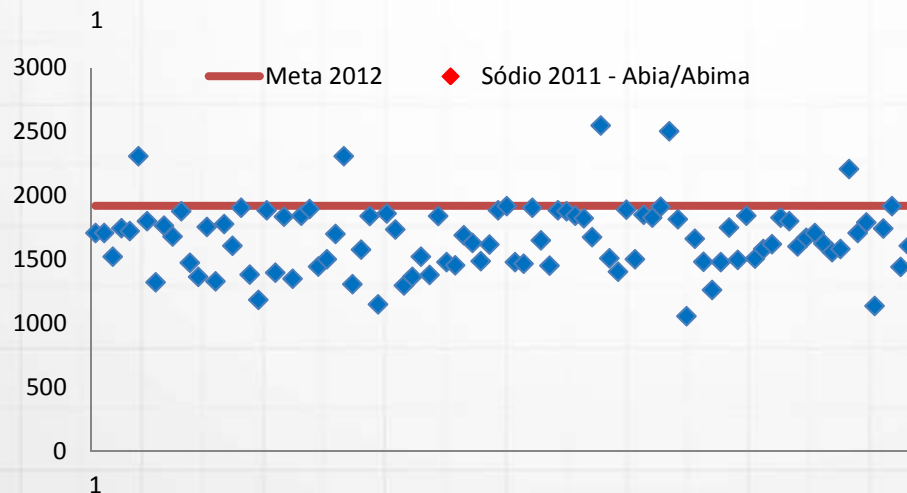
# Monitoring – Food labelling

## INSTANT NOODLES (ABIA)

2011



2013



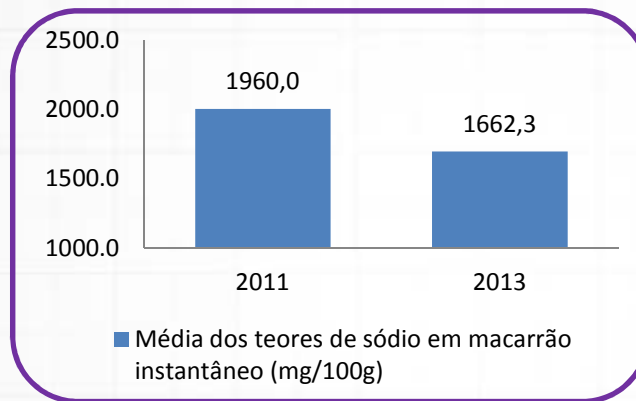
**94.9% of the  
Abia products  
had sodium  
levels lower  
than the  
targets**



# Monitoring – Food labelling

## INSTANT NOODLES (ABIA)

15.3%

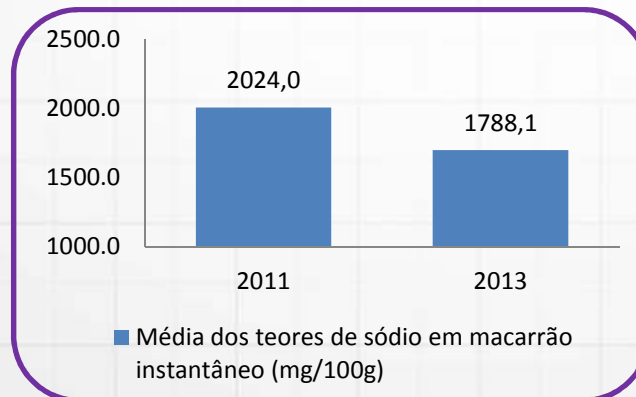


$p < 0,001$



## INSTANT NOODLES: (whole market)

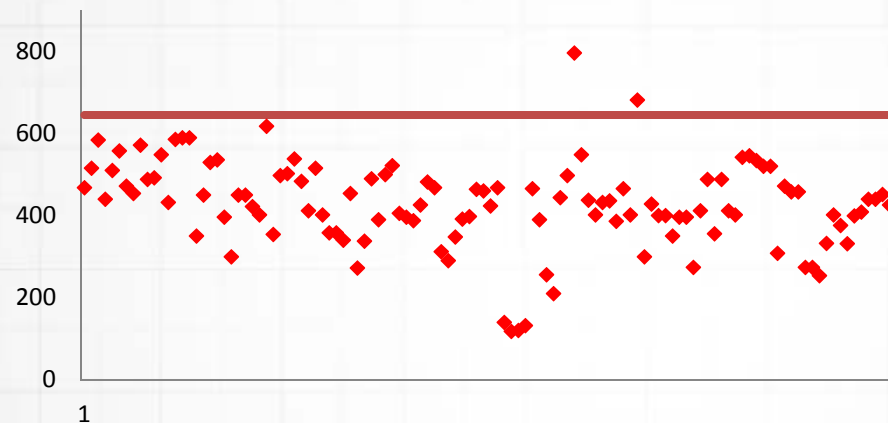
11.7%



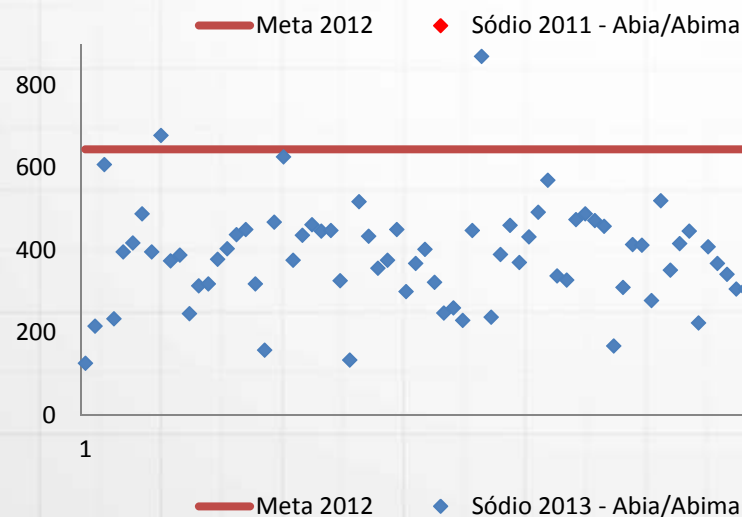
# Monitoring – Food labelling

## SLICED BREAD:

2011



2013

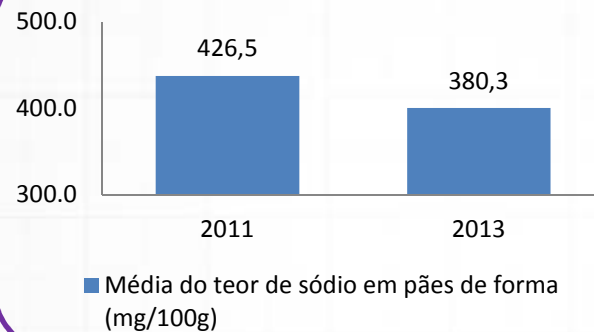


**97,7% of the  
Abia products  
had sodium  
levels lower  
than the  
targets**

## Monitoring – Food labelling

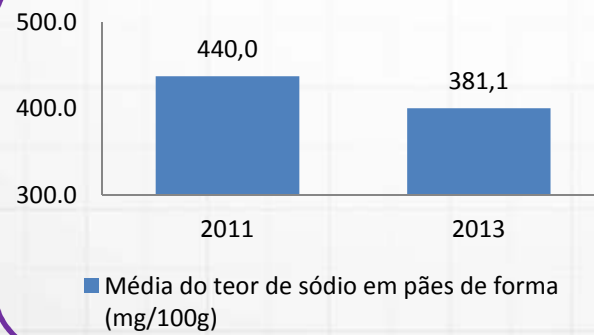
### SLICED BREAD (ABIA):

10.8%



### SLICED BREAD (whole market):

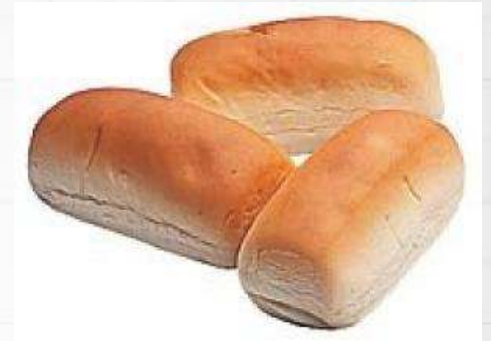
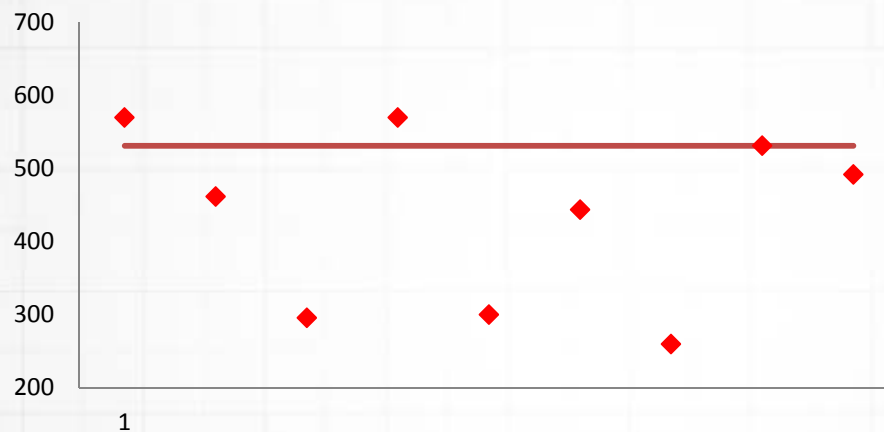
13.4%



# Monitoring – Food labelling

## BUNS:

2011



2013

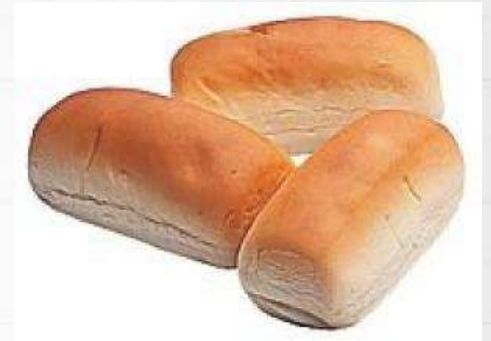
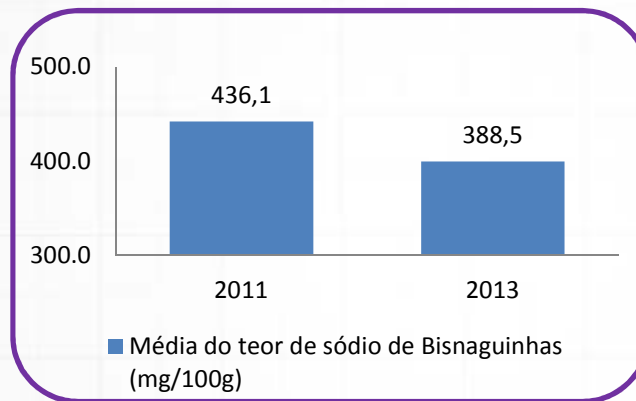


**All Abia products had sodium levels lower than the targets**

## Monitoring – Food labelling

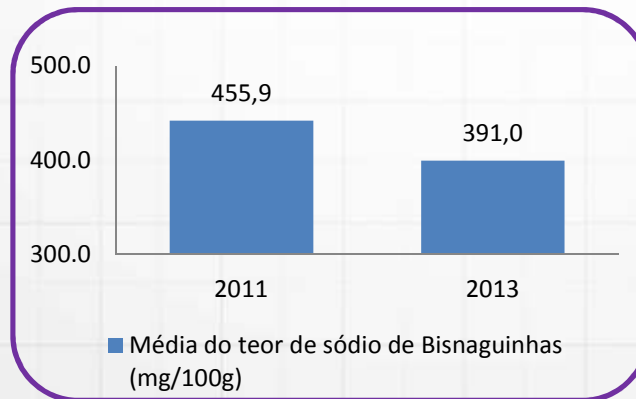
### BUNS (ABIA):

10.9%



### BUNS (whole market):

14.2%



# Reduction in sodium use by food industries

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



# Conclusions and next steps

- ❑ There has been reduction not only in the upper limits of sodium, but also in the average sodium levels of products.
- ❑ Inducing effect (impacts in the whole market): sodium reduction also by industries that have not signed the agreements.
- ❑ Need for setting new targets for the products, for further reductions.
- ❑ Continued monitoring of the other agreements (targets, for 2012 and 2013) and of population impacts (surveys).