Kellogg's

factsheet

Salt

Salt is a compound of the two elements Sodium and Chloride. For every gram of salt, around 40% is sodium. Sodium is an essential mineral required by the body for various functions including muscles and nerve function. Salt has various functions within food and drink - it used for food safety (to reduce the microbial activity eg in cured meats) and it is used processing aid e.g. a leavening agent in baked goods, and for starch expansion during extrusion of some cereal based foods. However, the most well known use of salt its effect on taste.

It is the sodium within salt which has been the main focus of public health investigation and related strategies. National, European and Global public health policies all reflect a drive to reduce salt intakes, particularly within industrialised nations. The Food Standards Agency strives to reduce average adult intakes from being on average, 9.5g a day down to 6g a day [1].

The Guideline Daily Amount (GDA) for salt is 6g a day for adults

A teaspoon = 6g salt

Food labels often show levels for salt and/or sodium chloride. To convert sodium to salt just multiply by 2.5g e.g. 1g sodium = 2.5g salt.

Low salt foods contain no more that 0.12g sodium (0.3g salt) per 100g.

Sources of salt in the diet

Salt does appear naturally in some foods in small amounts. However the National Diet & Nutrition Survey for Adults [2] states that around 75% of sodium intakes in the UK is derived from the salt within processed foods.

In the UK the main sources of salt in the diet are

- All cereal/grain based products (35%)
- Meat & meat products (26%)
- White bread (14%)
- Other foods such as soups, sauces & condiments (9%)
- Bacon & ham (8%), chicken/turkey dishes (5%)
- Milk and milk products (8%)
- Vegetables (7%)
- **Breakfast cereals (5%)**
- Cakes & pastries (4%)
- Potatoes and savoury snacks (4%)

These figures are somewhat out of date now, for example, the field work for the NDNS survey of 2003 was gathered in 2000/1. As the food industry have been actively engaged in salt reduction strategies for over 10yrs, it is plausible to assume that processed foods now contribute even less salt in the diet. Indeed, TNS market research data indicates that breakfast cereals only contribute around 2.9% of all salt in purchased foods [3].

Reducing salt intake

It is important to eat a healthy balanced and varied diet that includes lots of fresh food e.g. fruits, vegetables, grains, meats and dairy sources. When shopping for food, read the food labels and choose foods that fit within your Guideline Daily Amount for salt. E.g. if you have something higher in salt for lunch e.g. a bacon sandwich then try to cut down at dinner by choosing something like making a vegetable stir-fry.

Tips to help reduce salt intake

- Use minimal amounts of salt in cooking, try herbs and spices to add flavour to foods instead
- Do not add salt to food at the table. Avoid temptation e.g. not having a salt dispenser on the table
- Read labels and be aware of how much food is in your food choice
- If you use butter or margarine choose salt free option

Each 30g serving contains

Calories	Sugars	Fat	Saturates	Salt
112	2.5g	0.3g	0.1g	0.5g
6%	3%	<1%	<1%	9%

of an adult's guideline daily amount

Salt 0.5g 9%

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Kellogg's dedicated salt reduction programme

Despite breakfast cereals contributing only 5% of salt intakes [2], Kellogg's has placed significant investment in an active salt reduction programme since 1998. During that time, Kellogg's has reformulated a wide range of its cereals in response to changing consumer demands, subject to consumer acceptance. Over this time, we have reduced the amount of salt in our products by over 40%.

Kellogg's works hard to reduce salt in its products when possible while still delivering the taste and quality our customers know and love. In some products such has Special K we have been able to reduce the sodium level by 46% however in other products it is a slower process and we need to make salt reductions in gradual in steps.

Kellogg's has made commitments to continue working hard to reduce salt levels in our products as well as continue to develop cereals, such as Optivita and Wheats that contain no added salt.

1 FSA Strategic Plan 2005-2010 http://www.food.gov.uk/multimedia/pdfs/stratplan0510.pdf

2 Henderson L., Irving K., Gregory J., Bates CJ., Prentice A., Perks J., Swan G. and Farron M. (2003). The National Diet and Nutrition Survey: adults aged 19 to 64 years. The Stationery Office, London.

3 TNS Worldpanel Nutrition Service