



Proposal to develop regional maximum targets for sodium in selected food categories.

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# Regional sodium targets for food in the America's

## Concepts 1

- Promote harmonization of national targets where feasible.
- Build on the current targets and timelines of countries in the America's.
- Utilize the technical documents of the PAHO TAG for establishing targets.
- Utilize regional expertise in adopting regional targets.
- Collaborative activity of government, industry and civil society for implementation.



# Regional sodium targets for food in the America's

## Concepts 2

Utilize maxima levels to facilitate implementation and monitoring.

Facilitate more rapid reduction in dietary salt/salt content of foods in countries where targets do not currently exist.

Use major food groups contributing to salt consumption.

Targets regularly reassessed (?biennially) based on progress and barriers.

Based on industry volunteerism with peer responsibility for adoption.

Open transparent monitoring with civil society responsibility for ensuring accountability.



# Regional sodium targets for food in the America's

## Concepts 3

- Where countries have technical capability and capacity that targets for averages or sales weighted averages be established to augment the maxima.
- Not to override current national targets and timelines.
- Not to override countries from developing targets for additional food categories or setting more stringent maximums.
- Not to diminish salt reduction efforts in the entire product line of companies



## Proposed process for regional targets

Confirm the sub-group to lead harmonization;  
confirm working group process

### **OUTCOMES**

- Consensus on principles to guide the process
- Overall workplan for confirming and reviewing regional targets
- Entity(ies) identified that will conduct label analysis

### **PROPOSED ROLES AND CONTRIBUTIONS**

- All Consortium members state agreement to principles (consensus statement)



# Proposed process for setting targets

## Choose regional standards

- Workplan to set current regional targets and adjust targets downwards over time
- A maximum value for salt/sodium concentration per food category or food product as grams of NaCl or mg Na per 100g for a given year
- Progressively lower regional targets for the salt/sodium concentration of common staple foods
- confirm the key food categories/ products
- confirm the range in maximum target values per key food category/product from which a standard is to be chosen
- choose regional target(s) per key food category or product
- identify a schedule for revisiting maximum values in effect in the Region and resetting the regional targets
- identify options for how adherence to targets will be monitored



## Proposed process for setting targets

### Promote regional targets

- SaltSmart Consortium endorses the regional targets as a means to advance harmonization and participates in encouraging uptake by food companies in the Region.
- Countries anticipating or starting negotiations with food companies acknowledge the regional targets and identify capacity building requirements.
- Civil society entities endorse the regional targets and participate in their promotion and monitoring.
- PAFNCD circulates the regional targets and supports / collects endorsements
- PAFNCD/PAHO/TAG support countries anticipating targets to build necessary capacities



# Proposed process for setting targets

Demonstrate and report on adherence to targets 1

- Up-to-date food composition databases
  - Verified label data
  - Public awareness of food company performance
- Options for data collection
- Industry voluntarily and regularly provides food composition data on products in the key categories to an independent institution
  - Accuracy of label data on products in the key categories verified by an independent institution
  - An independent institution collects product samples and label data
  - Civil society entity collects label data



## Proposed process for setting targets

### Demonstrate and report on adherence to targets 2

#### EVALUATION

##### Options for verification of label data

- an independent entity chemically analyzes products and assesses label data for adherence to targets
- civil society entities monitor accuracy of label data

#### REPORTING ON ADHERENCE TO STANDARDS

- PAFNCD using results of data analyses reports publically on adherence
- Civil society entities report publically on adherence



## Proposed process for setting targets

- A proposed sequential process is outlined to establish maxima for sodium levels in common food groups in the Americas
- Workshops have been set up to refine the process.



# Targets and timelines in the Americas

- Common food categories
  - Bread and bakery products
  - Biscuits and cookies
  - Cakes
  - Meats
  - Dairy
  - Snacks
  - Soups
  - Pasta
  - Mayonnaise
  - Condiments



## Maximums

- Canada (2016).
- Brazil (2014).
- Argentina.
- Chile (Tent)
- U.K.
- Pacific Islands

# Questions

