

SALT SMART CONSORTIUM

The Multi-stakeholders Committed to Reducing the Overconsumption of Dietary Salt in the Americas

3rd Meeting of the SaltSmart Consortium

28-29 October 2014, Brasilia, Brazil

PAHO_WHO Office

Acknowledging progress with dietary salt reduction in the Region

Advancing harmonization – agreeing on regional targets for the salt/sodium content in key food categories

Background

As of December 2013, 12 countries in the Pan American Region have formal initiatives to reduce the overconsumption of salt – Argentina, Barbados, Brazil, Canada, Chile, Columbia, Costa Rica, Ecuador, Mexico, the National Salt Reduction Initiative (NSRI) in the USA, Paraguay and Uruguay. Eight have targets and timelines for sodium in specified food categories: Brazil, Canada, Mexico and the NSRI have exclusively voluntary targets; Argentina, Chile and Ecuador have both voluntary and regulated components to their approaches (the regulations require warning labels on packaged products that exceed upper limits for critical nutrients including sodium); and Paraguay has regulated the salt content of bread. Given that salt intake reduction is among the WHO global targets key to reducing NCDs, national initiatives to reduce the overconsumption of salt are expected to grow.

The SaltSmart Consortium in its Strategic Plan 2013-18 agreed to advance the harmonization of targets and timelines for reducing salt/sodium content within common food groups; and to promote and implement reformulation actions to reduce salt/sodium in a group of agreed-upon products, leveraging existing national and industry efforts. A sub-group of Consortium members that agreed to work on this objective is now proposing a process to this end. Harmonization will benefit both the food industry and national public nutrition initiatives: food companies and particularly multinationals can migrate to standard formulations for same-products supplied to markets in the Region; and countries that intend to set targets for reformulations can take advantage of the investments made by others to establish targets and timelines.

Five active countries – Argentina, Brazil, Canada, Chile and the USA (NSRI) – derived their targets and timelines for reformulation through negotiations with the food industry and with assessments by independent food technology experts, and in some cases consumers. The proposal to harmonize targets is referring to the targets set in these five countries as they demonstrate that the scheduled reformulations are feasible and acceptable.

This Meeting

With this meeting, the Consortium will agree on principles as well as propose max values for regional targets and the process to disseminate them, and monitor adherence to them. The basis for discussions is the *Concept Note on agreeing on regional targets for salt/sodium concentration in key food categories in the Americas*.

The meeting is also an opportunity to highlight other advances in the Region addressing dietary salt reduction.

Objectives for Day 1: Updates and highlights; introduction to harmonization – consensus on regional targets

1. Updates and highlights from Brazil
2. Other country updates
3. Food industry and trade association updates; September 2014 IFBA commitments – impacts in the Americas region
4. Civil society updates
5. Consortium consensus on basis for regional targets

Objectives for Day 2: Agreeing on regional targets; outlining a process to disseminate targets and monitor adherence

1. Identification of roles and contributions of Consortium members in adopting, disseminating and monitoring regional targets, and how to support country capacity building to adopt or set targets
2. Next steps

AGENDA

Tuesday 28 October	
8:15-8:45	REGISTRATION
8:45-9:00	WELCOME AND INTRODUCTIONS <i>Brazil MOH</i> <i>PWR, WHO/PAHO representative to Brazil</i>
9:00-9:15	AGENDA <ul style="list-style-type: none"> • Review of objectives and agenda • Introduction of participants <i>Branka Legetic, WHO/PAHO</i>
9:15-10:00	BRAZIL HIGHLIGHTS <ul style="list-style-type: none"> • New Food Guide <i>Patricia Jaime, Brazil MOH</i> • National plan addressing noncommunicable diseases <i>Deborah Malta, Brazil MOH</i> • Progress on food reformulations and monitoring of results <i>Eduardo Nilson, Brazil MOH</i>
10:00-10:15	<ul style="list-style-type: none"> • Q&A
10:15-10:45	BREAK
10:45-11:15	PROGRESS ON TARGETS AND OTHER INITIATIVES <input type="checkbox"/> Country panel – Barbados, Canada, Costa Rica

11:15-11:45	<input type="checkbox"/>	Civil society panel – Consumers International, Healthy Caribbean Coalition, American Heart Association
11:45-12:15		
12:15-12:45	<input type="checkbox"/>	Industry and trade associations panel September 2014 IFBA commitments – Mondelez, ALAIAB, UNILEVER
	<input type="checkbox"/>	Q&A
12:45-2:00	LUNCH	
	ADVANCING HARMONIZATION WITH REGIONAL TARGETS	
2:00-2:40	<input type="checkbox"/>	Presenting the Concept <i>Norman Campbell, Co-chair TAG and Mary L'Abbé, TAG</i>
2:40-3:10	<input type="bullet"/>	Discussion <i>Rosa Maria Rabanal, Mondelez, moderator</i>
3:10-3:40	BREAK	
	CONSENSUS ON PRINCIPLES	
3:40-3:50	<input type="checkbox"/>	Presentation of the Consensus Statement <i>Branka Legetic, WHO/PAHO</i>
3:50-4:30	<input type="checkbox"/>	Discussion and agreement on the Consensus Statement <i>Diana Vaca McGhie, AHA, moderator</i>
4:30	ADJOURN	
Wednesday 29 October		
8:30-8:45	WELCOME BACK	
	<input type="checkbox"/>	Review of Day 1, objectives for Day 2 <i>Branka Legetic, WHO/PAHO</i>
8:45-9:15	PROPOSED REGIONAL TARGETS	
	<input type="checkbox"/>	Presentation of regional targets for key food categories <i>Mary L'Abbé, TAG</i>
9:15-10:30	<input type="checkbox"/>	Break out groups
10:30-11:00	BREAK	
11:00-12:30	<input type="checkbox"/>	Plenary - groups report back <i>Adriana Blanco, Costa Rica, moderator</i>
	<input type="checkbox"/>	Agreement on regional targets
12:30-2:00	LUNCH	

ROLES AND CONTRIBUTIONS IN TARGET DISSEMINATION, MAINTENANCE AND MONITORING

2:00-2:15	<input type="checkbox"/> Presentation of elements in dissemination and maintenance of regional targets and monitoring of adherence to targets <i>Eduardo Nilson, Brazil MOH</i>
2:15-3:00	<input type="checkbox"/> Break out groups
3:00-4:00	<input type="checkbox"/> Plenary – groups report back <i>Trevor Hassel, HCC, moderator</i>
	<input type="checkbox"/> Confirmation of roles and contributions <i>Elizabeth Vargas, UNILEVER</i>
4:00-4:15	BREAK
4:15-5:00	NEXT STEPS <input type="checkbox"/> Next meeting
5:00	ADJOURN
