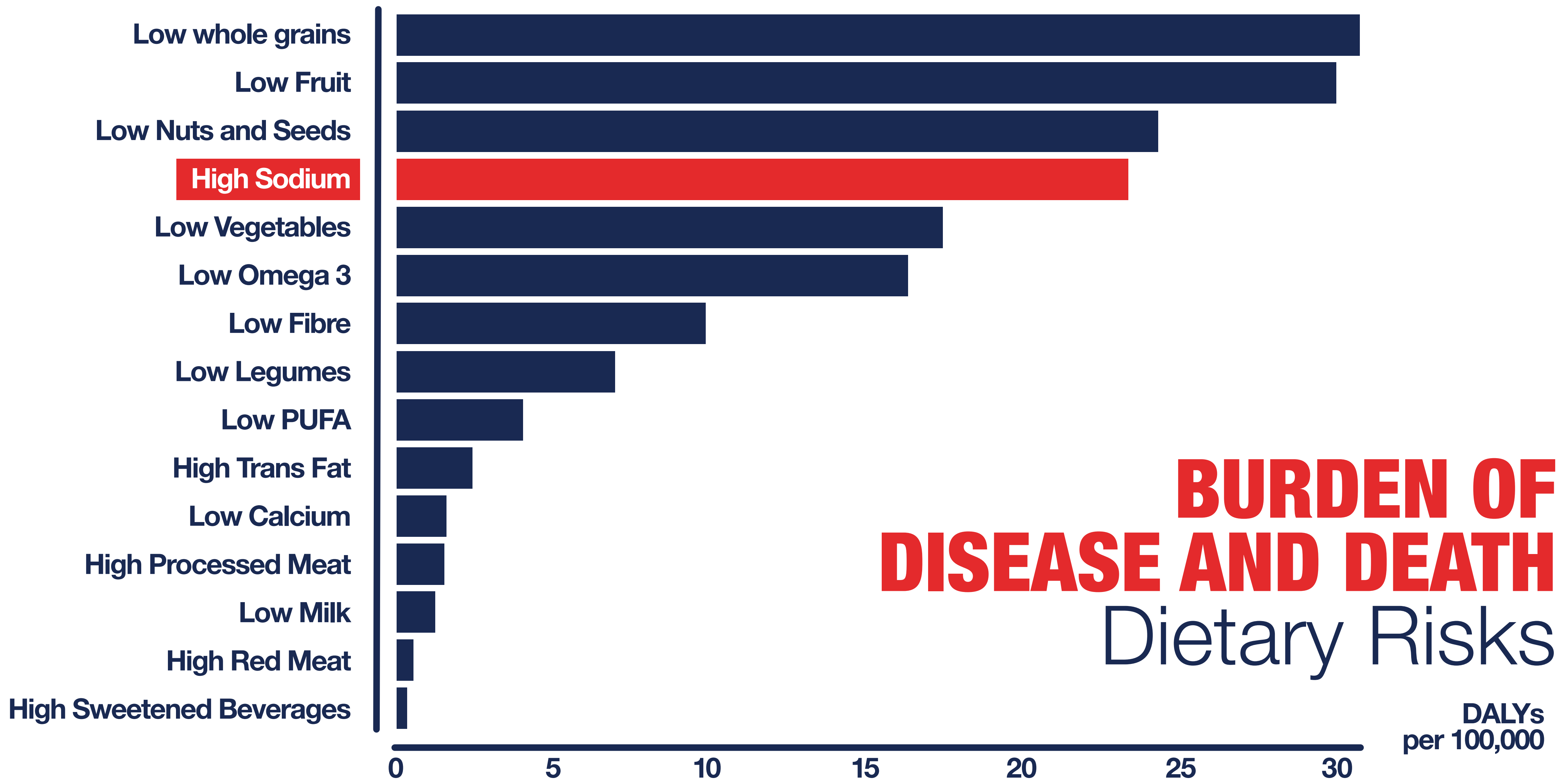


How we
UNPACKED
THE SALT
in Victoria



Source: Global Burden of Disease Study 2016, Institute for Health Metrics and Evaluation

AUSTRALIAN HEALTH IMPLICATIONS



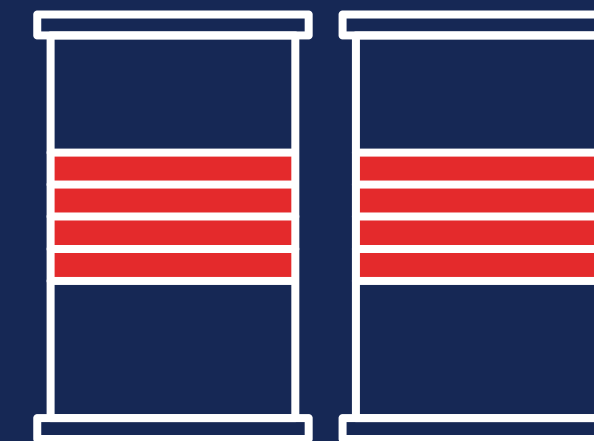
AUSTRALIANS ARE CONSUMING **NEARLY DOUBLE** THE RECOMMENDED SALT INTAKE

EXCESS SALT CAN INCREASE THE RISK OF HIGH BLOOD PRESSURE, WHICH IS A MAJOR RISK FACTOR FOR **CARDIOVASCULAR DISEASE**



6 MILLION AUSTRALIAN ADULTS HAVE HIGH BLOOD PRESSURE, **THAT'S 30% OF THE POPULATION**

75% OF THE SALT WE CONSUME IS HIDDEN IN **PACKAGED AND PROCESSED FOOD**





Globally,

1.65 MILLION
CARDIOVASCULAR
DEATHS A YEAR

are attributed to
excess salt



GOAL

To achieve commitment and consensus from public, government and industry to take action to reduce population salt intake in Victoria.

Public Health Outcome

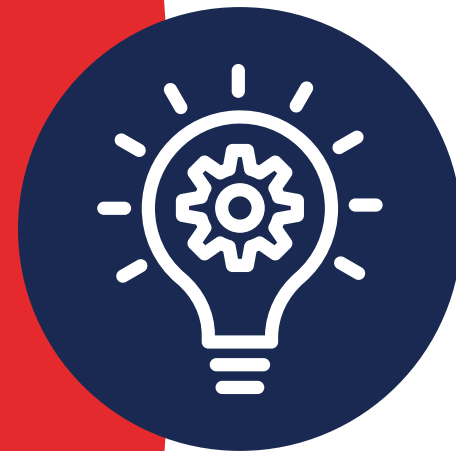
To achieve a 1 gram reduction in average salt intake of adults and children by June 2020.



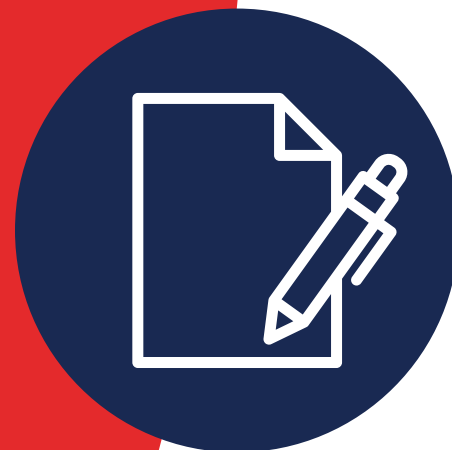
BUILD STRONG PARTNERSHIPS



STRENGTHEN HEALTHY POLICIES



DEVELOP INNOVATIVE APPROACHES
WITHIN THE FOOD INDUSTRY



UNDERTAKE RESEARCH,
MONITORING AND EVALUATION



INCREASE PUBLIC AWARENESS
AND DEBATE

FOOD INDUSTRY ENGAGEMENT

Small Grants Program
2018-20

Engagement with manufactures
Including case studies and commitments

Unpack the Salt Campaign 2017-18
Paid Advertising
Media Relations
Social Media

Food category research reports
Simmer Sauces, Ready Meals, Dips & Crackers, Processed Meats, Asian Sauces, Fast Food Kids Meals, Meat Alternatives, Veg and Legume, Savoury Snacks

Informing & connecting the market
Food forum Roundtable, Reformulation Readiness Event, How-to-guide & Webinar

Unpack your Lunch 10 Day Salt Challenge 2018-2019
Paid advertising
Media relations
Social Media EDM

PUBLIC AWARENESS

POLICY & ADVOCACY

Joint Call to Action to the Federal Government

1. Set and monitor targets to reduce salt in identified food categories
2. Measure and monitor changes in population salt intake
3. Deliver a national healthy eating campaign, which includes a focus on the importance of reducing salt consumption



83%
of Victorians
believe too much salt
is bad for you



Most Victorians
are currently
consuming around
**50%
MORE**
salt than their
recommended daily intake



83%
of Victorians also
believe that
Australians consume
too much salt



**ONLY
28%**
of them believe they
(and their families)
consume too
much salt

**IT'S A HEALTH CONCERN,
IT'S JUST **NOT THEIR** HEALTH CONCERN.**

“It’s easy to do, but I’m sceptical that it’ll make a difference” 36%

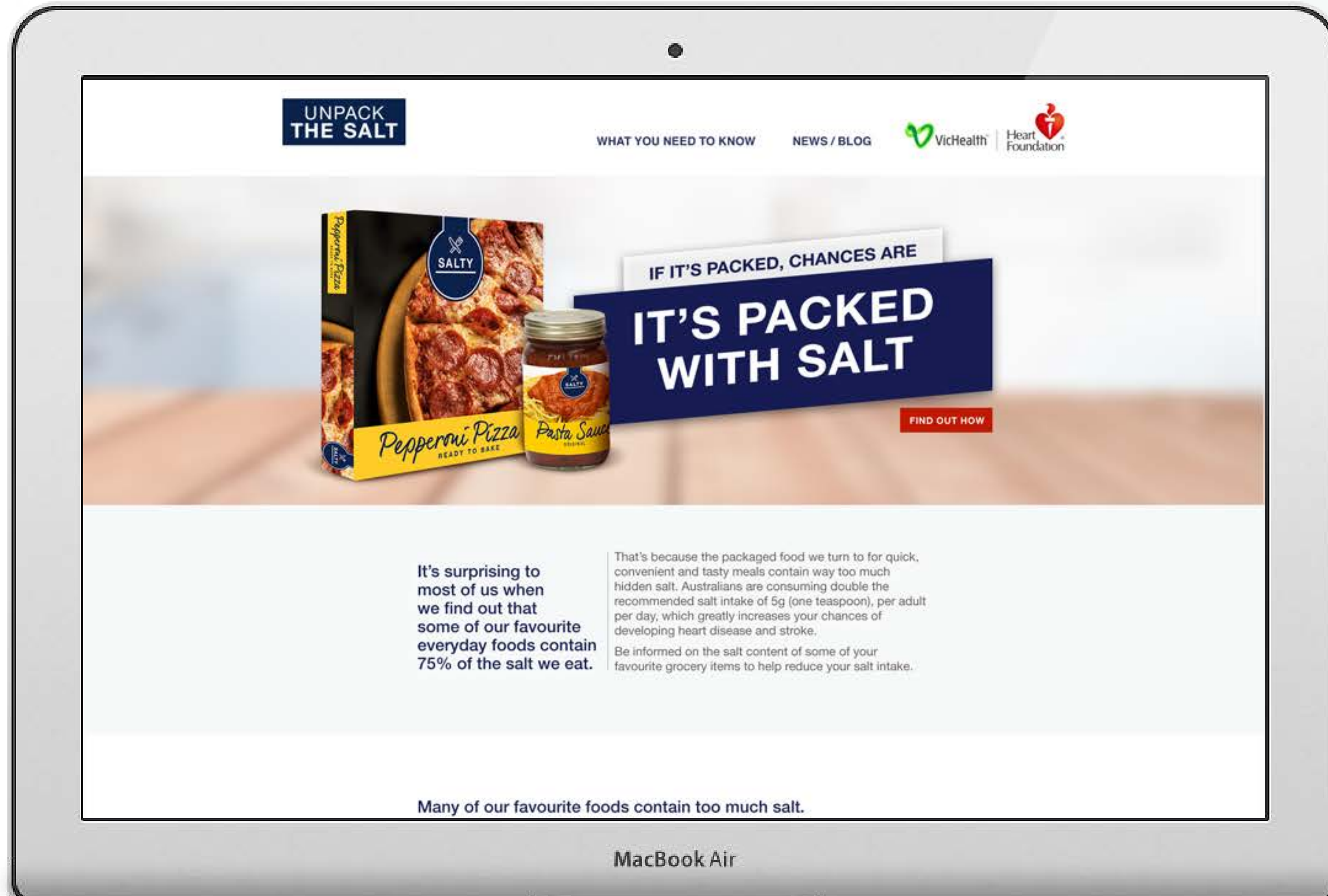
Demographic profile - more likely to be (compared to those not in the segment)	<ul style="list-style-type: none">- Female- 35+ years old- >\$70,000+ p.a. household income- Have allergies/ health conditions
Importance of limiting salt consumption	<ul style="list-style-type: none">- Long term health + well-being of family (81% recognised)- Few concerned about family’s salt intake (14% concerned)
Ease of limiting salt intake	Low concern about (1%–15% endorsed): <ul style="list-style-type: none">- cost- food being less enjoyable- difficulty of purchasing healthy food
Potential impact of salt awareness campaign	<ul style="list-style-type: none">- Positive impact: increase importance





IF IT'S PACKED, CHANCES ARE

**IT'S PACKED
WITH SALT**



UNPACK THE SALT

WHAT YOU NEED TO KNOW NEWS / BLOG



IF IT'S PACKED, CHANCES ARE
IT'S PACKED WITH SALT

FIND OUT HOW

It's surprising to most of us when we find out that some of our favourite everyday foods contain 75% of the salt we eat.

That's because the packaged food we turn to for quick, convenient and tasty meals contain way too much hidden salt. Australians are consuming double the recommended salt intake of 5g (one teaspoon), per adult per day, which greatly increases your chances of developing heart disease and stroke. Be informed on the salt content of some of your favourite grocery items to help reduce your salt intake.

Many of our favourite foods contain too much salt.

MacBook Air

And, if you eat these foods often or have a few of them in one day, the amount of salt you eat can really add up.

The Humble Toastie



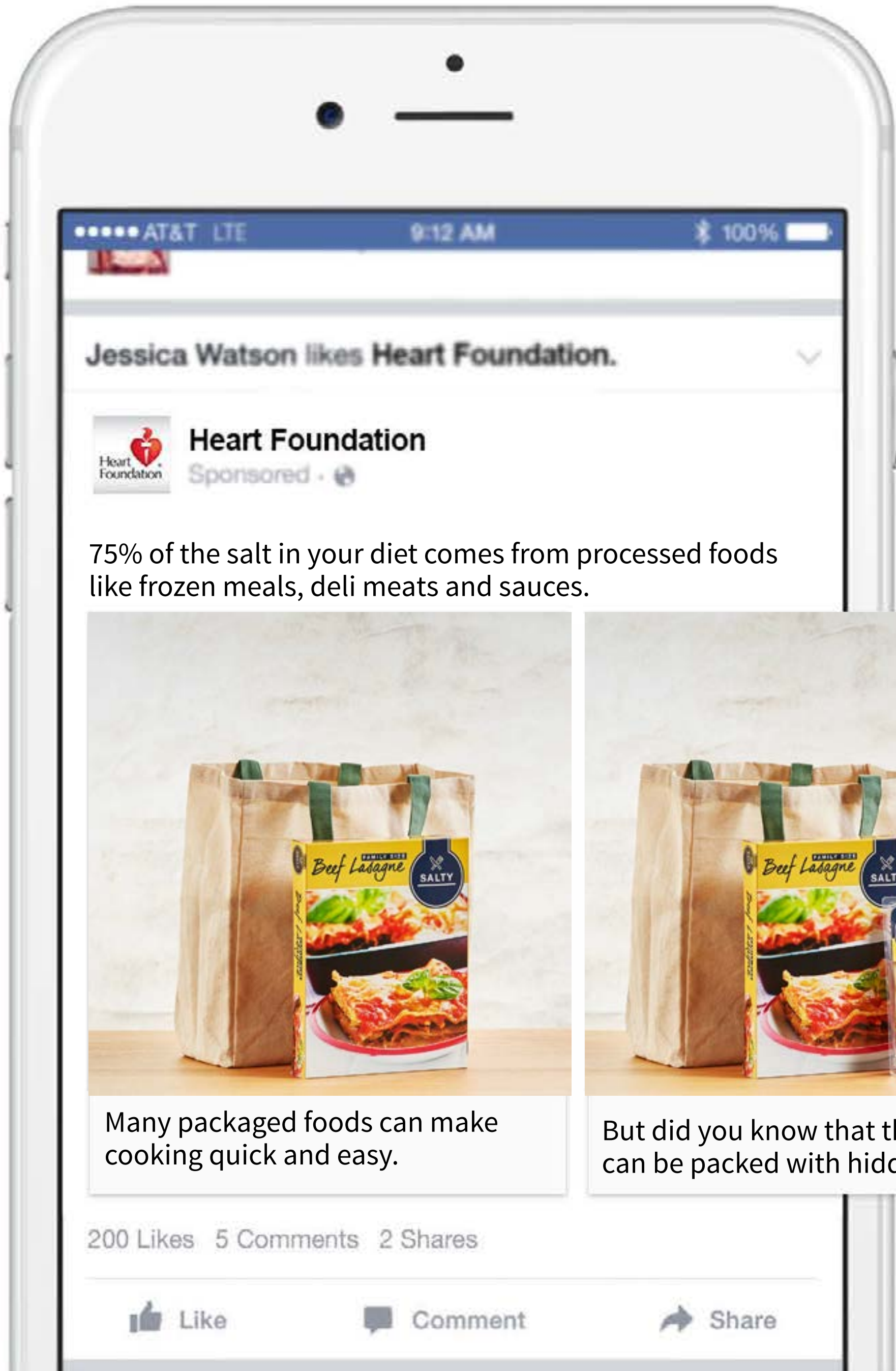
2 slices of bread 305g	Butter 25g	Ham 750g	2 slices of cheese 200g	1510mg of salt.
---------------------------	---------------	-------------	----------------------------	------------------------

75% of your daily recommended intake of salt.

Scroll down to reveal our top 10 shocking foods when it comes to hidden salt.

TOP 10 SALT SHOCKERS

- 1** Bread
- 2** Cooking Sauces
- 3** Ready Meals
- 4** Processed Meats
- 5** Dips & Crackers
- 6** Dressings & Condiments
- 7** Pizza
- 8** Cheese
- 9** Baked Goods
- 10** Aussie Favourites



Jessica Watson likes Heart Foundation.



Heart Foundation

Sponsored · 🌐

75% of the salt in your diet comes from processed foods like frozen meals, deli meats and sauces.



Many packaged foods can make cooking quick and easy.



But did you know that these foods can be packed with hidden salt?



Excess salt can increase your chance of heart attack and stroke.



Reduce the salt in your life, visit unpackthesalt.com.au

200 Likes 5 Comments 2 Shares



Like



Comment



Share





CAMPAIGN METRICS

Over one quarter (32%) of target market have been exposed to 'Unpack the Salt' campaign

67% perceived the campaign to be believable

RESPONDENTS WHO WERE EXPOSED TO THE CAMPAIGN WERE MOST LIKELY TO HAVE SEEN IT:

OCTOBER 17
Outdoor advertisement 23%
Facebook 19%
Online banner Ad 18%
Online video Ad 14%

MARCH 18
Facebook 23%
Outdoor advertisement 19%
Online video Ad 14%
Online banner Ad 13%

JUNE 18
Facebook 23%
Outdoor advertisement 21%
Online video Ad 19%
Online banner Ad 18%

67% REPORTED HAVING TAKEN AT LEAST ONE ACTION AS A RESULT OF SEEING THE CAMPAIGN

36% thought about how much salt they/their family ate

23% started looking at salt content on food labels

30% Reduced how much salt they/their family ate

Campaign Awareness Outcomes

3/4 CAMPAIGN
TARGETS MET

11%

INCREASE

Awareness of recommended daily intake levels

5%

INCREASE

Awareness that 75% of salt in the Victorian diet comes from processed foods

6%

INCREASE

Markets understanding of how to easily and conveniently reduce salt consumption without the need to sacrifice taste or convenience

0%

INCREASE

Markets confidence and willingness to introduce changes to their diet to lower salt consumption as measured by access to recipes and stated confidence levels

FOOD INDUSTRY ENGAGEMENT

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**UNPACK
YOUR LUNCH**

**10 DAY SALT
CHALLENGE**

UNPACK THE SALT
— FOR TEAMS —



NEWS / BLOGS



UNPACK THE SALT

WHAT YOU NEED TO KNOW -

NEWS / BLOGS



UNPACK YOUR LUNCH

10 DAY SALT CHALLENGE

UNPACK THE SALT

SIGN UP

It's surprising to most of us when we find out that

That's because the processed and packaged foods we turn to for quick and convenient meals can contain way too much hidden salt. Australians are consuming nearly double the recommended daily salt intake of 5g (roughly one teaspoon), which can increase the

MacBook Air



'Lightly salted' kale chips crowned saltiest snack

READ MORE



How your meat-free favourites could be tricking you

READ MORE



Salt reduction webinar for food manufacturers: 26 July 2019

READ MORE

REFORMULATION READINESS HOW TO GUIDE LAUNCH

Halt the salt: Australia's first salt reduction guide for food manufacturers launched

READ MORE



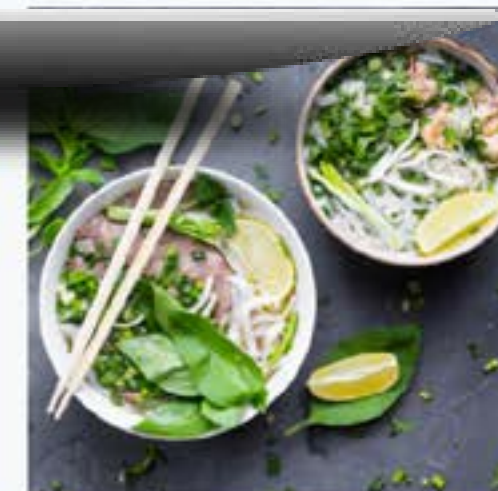
Fast Food Kids' Meals Chock Full of Salt

READ MORE



Is salt really a meal time bad guy?

READ MORE



The easiest way to



How can I skip the



To skip the salt,



www.youtube.com/watch?v=dGjTuw9CMr8

CAMPAIGN METRICS

Nearly half (45%) of target market have been exposed to 'Unpack Your Lunch' campaign

67% perceived the campaign to be believable

RESPONDENTS WHO WERE EXPOSED TO THE CAMPAIGN WERE MOST LIKELY TO HAVE SEEN IT:

DECEMBER 2018
Facebook 19%
YouTube 26%
Online banner Ad 23%
Online video Ad 16%

MAY 2019
Facebook 30%
YouTube 27%
Online banner Ad 23%
Online video Ad 22%

64% REPORTED HAVING TAKEN AT LEAST ONE ACTION AS A RESULT OF SEEING THE CAMPAIGN

25% Started looking at salt content on food labels
27% Reduced how much salt they/their family ate
31% Started cooking more fresh food

Campaign Awareness Outcomes

1/4 **CAMPAIGN**
TARGETS MET

due to shifting campaign focus to **action**

1%

INCREASE

Awareness of
recommended daily
intake levels

2%

INCREASE

Awareness that 75%
of salt in the Victorian
diet comes from
processed foods

5%

INCREASE

Markets understanding
of how to easily and
conveniently reduce salt
consumption without the
need to sacrifice taste or
convenience

0%

INCREASE

Markets confidence and
willingness to introduce
changes to their diet to
lower salt consumption
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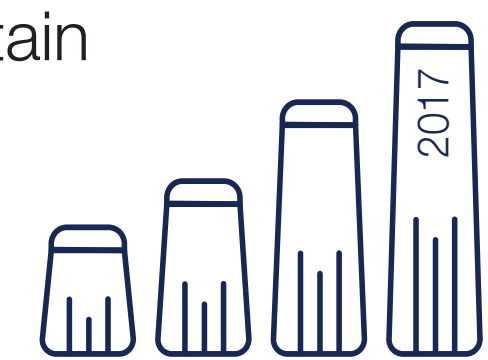
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UNPACK THE SALT



Some dips contain almost **400 TIMES MORE SALT** THAN OTHERS
from 0-4.8g salt per 100g

Dips are getting saltier - they now contain **14% MORE SALT** than they did in 2013

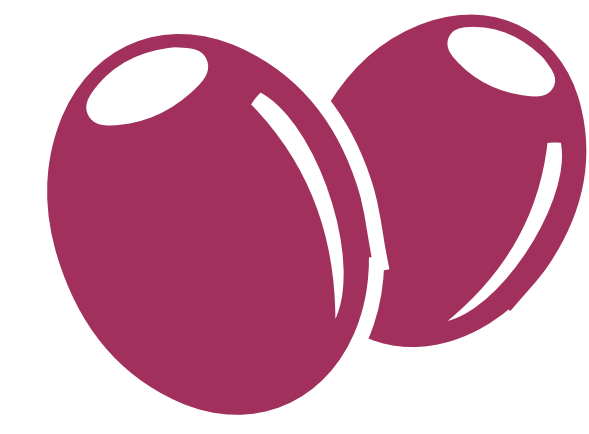


There are currently no targets to reduce the salt content of dips in Australia

A serve of the **saltiest dip** paired with a serve of the **saltiest cracker** contains



The average salt content was **highest in olive based dips** and lowest in tzatzikis



The average **salt content of crackers** has **DECREASED BY 16%** since 2010
This is in line with targets that were set for crackers in 2009



The saltiest dip is saltier than **seawater**

REMEMBER TO **READ THE LABEL**
aim for less than 400mg sodium per 100g

unpackthesalt.com.au

UNPACK YOUR LUNCH

UNPACK THE SALT



KIDS' MEALS WITH THE HIGHEST SALT CONTAIN 108%

of a young child's* max. daily salt intake

*young child = 4-8 years. The recommended upper limit for Australian children aged 4-8 years old is 3.5g salt (1400mg sodium)



The average salt content of kids' meals is 1.57g. **THIS IS 45% OF A YOUNG CHILD'S* MAX. DAILY SALT INTAKE**



*young child = 4-8 years. The recommended upper limit for Australian children aged 4-8 years old is 3.5g salt (1400mg sodium)

SOME FRIES HAVE 2.5x MORE SALT THAN OTHERS



30% OF KIDS' MEALS EXCEED UK SALT TARGETS

There are currently no Australian salt targets for children's meals

UK maximum salt target for children's main meals eaten out of the home is 1.8g salt (720mg sodium)

SOME KIDS' MEALS IN AUSTRALIA CONTAIN 1.7 TIMES MORE SALT THAN THE SAME MEAL IN THE UK

There is a huge range in the salt in kids' meals.

The highest salt meal CONTAINS 8x MORE SALT THAN the lowest salt meal



1. LIMIT FAST FOOD CONSUMPTION AS MUCH AS POSSIBLE

2. AVOID FRIES

3. TRY TO CHOOSE MEALS CONTAINING FRUIT AND VEGETABLES

unpackthesalt.com.au



Too much salt is bad for health

sodium, reveals salty report

By Sam Downing - 7 days ago



YOUR HEALTH SALT SCARE

NEW STUDY REVEALS THE DANGEROUS LEVELS OF SALT IN SAUSAGES & SLICED

TODAY: How much salt is in your sausage?

Massive variation in salt levels found in cooking sauces, new study reveals

By Esther Han

It's made with "vine-ripened tomatoes" and crammed with "delicious and plump" olives, but Barilla's Olive pasta sauce has been found to contain 90 times more salt than other options.

An analysis of 2285 cooking sauce products sold in the major supermarkets in the past seven years by researchers at the George Institute for Global Health has found a massive variation in salt levels.



MOST POPULAR

- 1 The reason busy women are suffering from anxiety
- 2 Psychologist: "Selena Gomez has blood on her hands"
- 3 Family's uncertain future after visa crackdown
- 4 "Shock" move on asylum seekers



Choose your dips and crackers carefully: they could hide unholy levels of sodium

By Sam Downing - Dec 6th, 2017



HEALTH NEWS SHAKE THE SALT THE HIDDEN SODIUM INSIDE OUR FAVOURITE

Salty sausages and our barbies a 'huge concern' to health experts

ABC News Breakfast Updated 16 Mar 2018, 1:38am



FAULTY HEARTS 16.5m cardio deaths around the world linked

LARGE PROTESTS EXPECTED AT PRESIDENT TRUMP'S AR

Your go-to supermarket ready meal is probably hiding a dangerous amount of salt

By Sam Downing - Oct 3rd, 2017



YOUR HEALTH HIDDEN SALT

SOME READY MADE MEALS FOUND TO BE EXTREMELY HIGH IN SALT

Australian supermarket ready meals contain 31% more salt than in 2010

VicHealth study sparks call for tougher regulation of salt targets for manufacturers of prepared chilled and frozen meals



Australia has set a goal of reducing population salt intake by 30% but sodium in packaged meals is rising. Photograph: Andy Raine/EPA

The average salt content in chilled ready meals has increased by 31% since 2010, prompting nutritionists to call for tougher salt reduction targets aimed at food manufacturers.

A study published by the George Institute for Global Health and VicHealth on Tuesday examined the salt content of 1,478 ready meals including chilled, frozen and shelf meals. Not included were pre-prepared fruit or vegetable-only salads, sandwiches, side dishes, marinated meats, pizza and processed meats such as pies and sausage rolls.

...um content of the meals to the content of 13 and 2015. They found the range of

'Tis the season-ing to i

SUE DUNLEVY

NEW research shows many of the crackers and dips eaten during the party season are saltier than seawater.

Health experts are warning people to shun high salt content if they want to avoid a spike in blood pressure that could increase their risk of a heart attack, stroke and kidney disease.

The George Institute for Global Health, VicHealth, and the Heart Foundation have analysed salt levels in 849 dips and 1285 crackers from Australia's four major food stores.

They found while the salt in crackers had fallen by 16 per cent in line with government targets, there had been a 14 per cent rise in the average saltiness of dips.

George Institute researcher Clare Farrand said Pacific Ocean sea water contained 1400mg of salt per 100ml, so any dip that had more than 1400 mg of



... is necessary to re-reading the labels now to compare products," she said.

Food Category	Date	Reach	Media items	Stories	Value
Cooking Sauces	23 August 2017	6.5 million people	181	560	\$961,000
Ready-made meals	3 October 2017	5.8 million people	137	NA	NA
Dips and crackers	7 December 2017	2.3 million people	36	NA	NA
Processed meats	14 March 2018	7.4 million people	274	780	\$1,633,188
Asian style Sauces	13 November 2018	5.9 million people	131	600	\$1,105,824
Kids' fast food	5 March 2019	2 million people	190	363	\$988,268
Meat alternatives	12 September 2019	5.1 million people	246	700	\$1,047,292
Savoury Snacks	11 March 2020	4.2 million people	74	540	\$684,847

UNPACK THE SALT

media coverage across **5 YEARS**
resulted in a total cumulative audience
reach of **47.7 MILLION PEOPLE**,
3946 STORIES including syndicated
stories (1348 unique items) for a total
cumulative advertising space rate of
\$8,419,539

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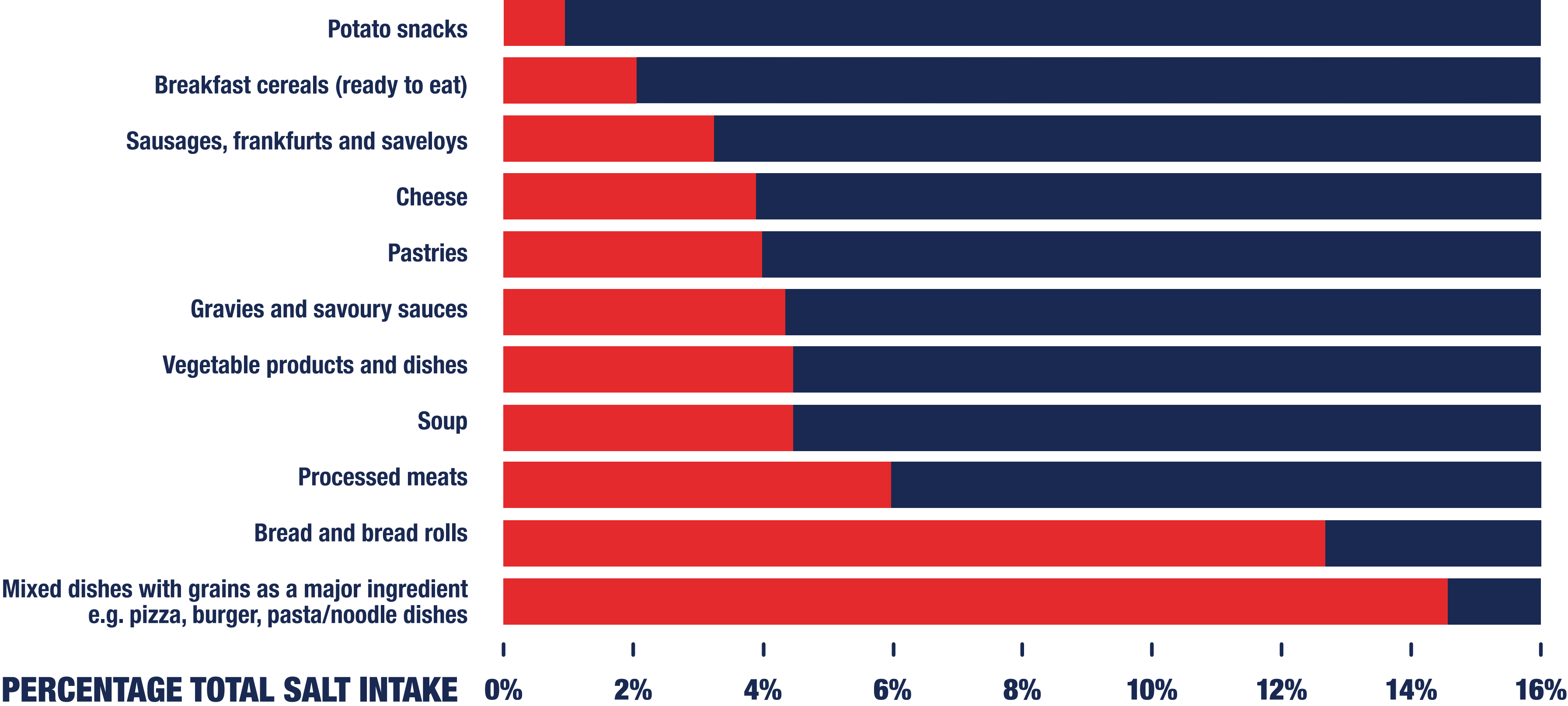
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SALT REFORMULATION

IN AUSTRALIA

LEADING CONTRIBUTORS TO SALT INTAKES



FUNCTIONS OF SALT IN FOOD

Tip - incremental reductions in salt levels can support consumer acceptance when salt is used to boost flavour.

Taste & Flavour



Boosts flavour in sweet & savoury applications

Preservation



Lowers water availability & inhibits microbial growth

Processability



Performs several roles in food processing

The World Health Organisation
**RECOGNISES THE VITAL ROLE OF THE
FOOD INDUSTRY** to reformulate food
to contain less salt **AS A “BEST BUY”**
**IN (NONCOMMUNICABLE) DISEASE
PREVENTION**

World Health Organisation 2017, “Best Buys” and other recommended interventions
for the prevention and control of noncommunicable diseases: Tackling NCDs” Geneva

COMPANY ENGAGED		Number of Meetings 2018	First Contact		Case Study	Commitment Statement	Manufacturing Analysis Service Report	Event Participation	Other
			Product Food Category Report	Proactive Targeting					
1	Simplot	3							
2	Woolworths	6							
3	Jewel Fine Foods	1							
4	Barilla	6							* In seme event
5	Brenntag	2							
6	Nestle	3							
7	Unilever	2							
8	Coles	4							
9	Aldi	3							
10	Goodman Fielder	1							
11	Mars	3							
12	Lion	1							
13	Freedom	2							
14	McCain	3							
15	A. Clouet	1							
16	Kellogg	2							
17	George Weston	1							
18	PepsiCo	2							
19	Metcash	1							
Totals		47	8	11	6	1	3	15	1

FOOD CATEGORY REPORTS

are highly effective in
opening the door **TO DIRECT**
ENGAGEMENT OPPORTUNITIES
with food manufacturers

Direct engagement **ENABLES**
STRONG RELATIONSHIPS TO BE
DEVELOPED, resulting in case
studies & commitments
to reduce salt

UNPACK
THE SALT



BARILLA REFORMULATION CASE STUDY



MASTERS OF PASTA

WHO:

The Barilla Group is a fourth-generation, family-owned Italian food company, headquartered in Parma, Italy, where it was founded in 1877. Today, with close to 8,500 employees in over 100 countries around the world, it is a global leader in pasta, with products also in the pasta sauce, pesto, sweet

biscuit, bread and crispbread categories.

Product range: Barilla pasta (Classic Blue Box, Collezione, Gluten Free, Wholegrain); Barilla pasta sauces: tomato sauces; pesto sauces.

COMMITMENT TO FOOD & NUTRITION:

Barilla takes inspiration from the Mediterranean lifestyle, for both the nutritional value of the Mediterranean Diet, and for the relevance given to a healthy lifestyle, including regular physical exercise and the convivial consumption of food.

Barilla is committed to continuously improving the nutritional profile of all of its products - existing and new - as well as ensuring they are tasty, safe and contribute to a balanced diet. All Barilla products are GMO-free, contain no hydrogenated fats or oils, nor artificial colourings or preservatives. Strict criteria are applied in selecting ingredients to ensure both nutritional quality and food safety.

The rules of this commitment have been formalized over the years into the Barilla Nutritional Guidelines with thresholds for total and saturated fats, salt, sugar and fibre. These Guidelines were defined in 2009 in collaboration with Barilla's Health and Wellbeing Advisory Board, and international dietary guidelines (World Health Organization), and now underpin the continuous nutritional improvement of existing and new products. The Barilla Nutritional Guidelines are mandatory for all new products launched since 2014 and are applied retrospectively for the reformulation of existing products.

COMMITMENT TO SALT REDUCTION:

Barilla's commitment to salt reduction is based on the scientific evidence that salt levels in certain prepared foods could significantly contribute to the overall dietary intake of salt, and that average levels of intake (estimated between 9-12g/day)

can contribute to increased blood pressure and cardiovascular health issues. As such, a daily intake of 5g salt maximum is recommended by the World Health Organization.

PROGRESS SO FAR WITH SALT REDUCTION:

The reformulation program started in 2010, targeting gradual reductions in sodium, total and saturated fat, and sugar and improvements in wholegrains and fibre. So far, 487 recipes have been reformulated across the sauces, filled pasta, dry bread, soft bakery and biscuits categories. A significant part of the portfolio is undergoing sodium reduction including sauces, filled pasta, soft bread, dry bread, and crispbread.

All reductions are mainly achieved by cutting salt levels and rebalancing the recipe to ensure the same levels of consumer acceptability. The reductions are made using a step-by-step approach, monitored through quantitative sensory research and qualitative consumer sessions. Since 2010, 128 recipes have been reformulated to reduce the salt content.

Specific to pasta sauces, Barilla has set a sodium content target for its tomato-based sauces of 0.4g sodium per 100g of product as the maximum. The calculation of 0.4g of sodium per 100g of product is based on the following:

- The main meal should account for about 1/3 of daily energy, therefore, applying the same criteria to sodium intake it means 800mg of sodium.
- A regular portion of 85g of pasta has an average contribution of 230mg sodium. A regular portion of a tomato-based sauce is recommended at 85g, which would contribute an average of 340mg sodium.
- A total of 570mg of sodium would be reached, leaving 230mg of sodium available for the addition of other meal components containing sodium.

ONGOING SALT REDUCTION PROGRAM:

Barilla produces over 35 tomato-based sauces and 12 pesto sauces that reach consumer tables all over the world. The objective is to reduce the salt content of all its red sauces below 1% of NaCl or 400mg of sodium per 100g of product by 2020. To date, Barilla has:

16 recipes of tomato-based sauce

- 13 with a salt content already below 1% salt
- 3 with a salt content above 1% and between 1-1.25%
- Olive sauce, with salt content reduced in two steps:
 1. from 1.88 to 1.20g/100g in Q1, 2018
 2. from 1.20 to 1.05g/100g in Q3, 2019

4 recipes of salse

- with a salt content already below 1% salt

11 recipes of bolognese and protein-based sauces

- with a salt content already below 1% salt

12 recipes of pesto & pestati

- Pesto Genovese and Pesto Genovese without garlic achieved a salt reduction respectively by 4% and 7%

*Note on Olive Sauce

The improvement of the Olive sauce recipe has been carried out in two steps. The first step was completed at the beginning of 2018 with a salt content reduction starting from 1.88 to 1.20g/100g, while reducing the added sugar from 1.23% to 0.60% in the recipe (from 5.0g/100g to 4.5g/100g). This new Olive sauce recipe is already available in Australia. In 2019, a second step has been completed to reduce the salt level further, down to 1.05g/100g. This recipe will be available in Australia by the end of 2019 with the goal to further reduce the salt content to 1.00g salt per 100g; currently on track to be achieved in 2020.

BEST APPROACH TO SALT REDUCTION & KEY LEARNINGS:

Barilla's experience in nutritional improvement over the last 10 years across the entire portfolio, and specifically on pasta sauces, has demonstrated that the winning way to bring nutritionally improved and consumer-preferred products to market is via a step-approach that progressively reduces the salt content of each product.

This leaves time for consumers to adjust to the new taste profile and adapt through successive stages to a lower salt level.

This progressive approach to salt reduction and to nutritional improvement is what drives the company, both on red sauces as well as on pesto, where the challenge is even more ambitious given the crucial role played by salt as a natural stabilizer of this product. Nonetheless, Barilla is fully committed to continuously improve the nutritional profile, and specifically reduce the salt content, of the whole sauce portfolio in the years to come.

This commitment is perfectly summarized by Company Chairman, Mr Guido Barilla, who says,

"We consider the company's position not as a personal privilege, but as a responsibility for the transmission of values, behaviours and skills that must be nurtured over time for generations to come."

CONTACT

For more information, please contact:

Terry Ryan, Managing Director Barilla Australia on 02 8585 3900 or visit barillagroup.com



INDUSTRY
RELATIONSHIPS
& CALLS TO ACTION

TAKE TIME,

**BUT REFORMULATION
SUCCESS CAN
BE ACHIEVED**

**Salt reduced by 47%
- down from 750mg
of sodium to 400mg**



TARGETED ENGAGEMENT ACTIVITY REVEALED SOME KEY INSIGHTS, TRENDS & LEARNINGS



DRIVERS FOR
REFORMULATION



PROGRESS
IN AUSTRALIA



BEST APPROACH
TO ENGAGE



BEST APPROACH TO
INSPIRE & EQUIP



NEW RESOURCES TO SUPPORT AUSTRALIAN FOOD MANUFACTURERS



ALL

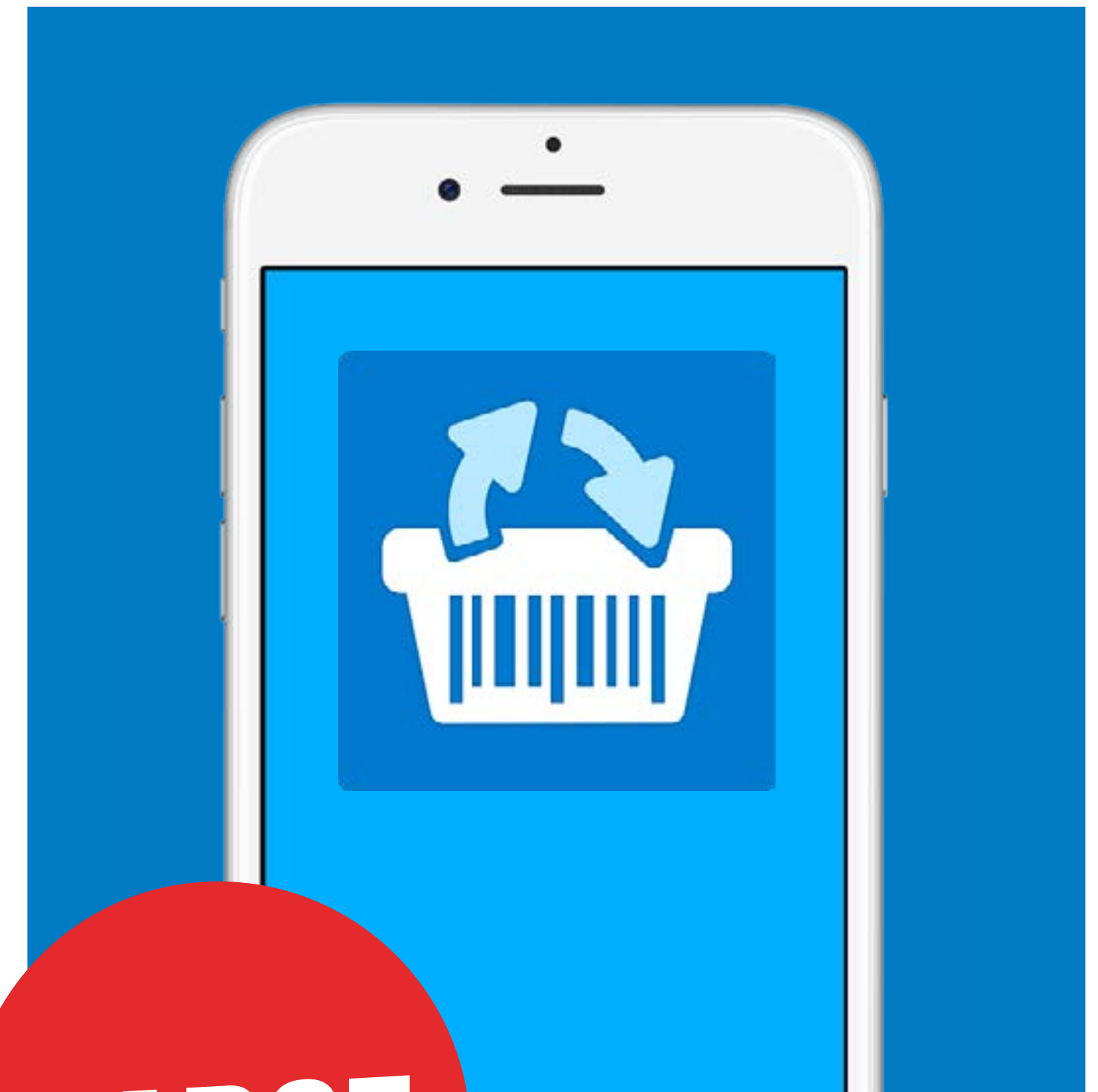
WEBSITE

SME'S

"HOW-TO" GUIDE

LARGE

MANUFACTURING ANALYSIS SERVICE



1

**DETERMINE NUTRITIONAL
COMPOSITION OF CURRENT PRODUCT**
see section 05

2

COMPLETE COMPETITOR BENCHMARKING EXERCISE
see section 06

3

**CONSIDER CONSUMER
COMMUNICATION OPTIONS
AND RELATED NUTRIENT CRITERIA**
see section 07

4

**ESTABLISH INTERNAL REFORMULATION
TARGETS AND TIMEFRAMES**
see section 08

5

REFORMULATE PRODUCT
see section 09

6

**CHECK NUTRITIONAL COMPOSITION
OF KITCHEN SAMPLE MEETS REFORMULATION TARGET**
see section 05

7

COMPLETE SHELF LIFE TESTING
see section 11
(If pass proceed to step 8, if fail return to step 5)

8

**COMPLETE FACTORY TRIAL AND CHECK NUTRITIONAL
COMPOSITION OF FACTORY SAMPLE**
see section 05

9

PRODUCT IN MARKET
(back to step 5 to undertake further
step wise introductions over time)



A pair of hands is shown from a top-down perspective, holding a generous amount of white, crystalline salt. The hands are positioned centrally, with the fingers slightly spread. The background is a light, textured blue-grey color. Two text overlays are present: a white rectangular box with dark blue text and a larger yellow rectangular box with white text, both tilted slightly to the right.

PARTNER RELEASE

**GRANTS TO
SHAKE UP SALT IN
FOOD PRODUCTION**

FOOD INDUSTRY ENGAGEMENT

Small Grants Program
2018-20

Engagement with manufactures
Including case studies and commitments

Unpack the Salt Campaign 2017-18
Paid Advertising
Media Relations
Social Media

Food category research reports
Simmer Sauces, Ready Meals, Dips & Crackers, Processed Meats, Asian Sauces, Fast Food Kids Meals, Meat Alternatives, Veg and Legume, Savoury Snacks

Informing & connecting the market
Food forum Roundtable, Reformulation Readiness Event, How-to-guide & Webinar

Unpack your Lunch 10 Day Salt Challenge 2018-2019
Paid advertising
Media relations
Social Media EDM

PUBLIC AWARENESS

POLICY & ADVOCACY

Joint Call to Action to the Federal Government

1. Set and monitor targets to reduce salt in identified food categories
2. Measure and monitor changes in population salt intake
3. Deliver a national healthy eating campaign, which includes a focus on the importance of reducing salt consumption

Salt reduction strategies are
200 TIMES MORE
COST EFFECTIVE
than high blood pressure medications*

*The State of Salt: The Case for Salt Reduction in Victoria, VicHealth, 2015



INTERNATIONAL BENCHMARK

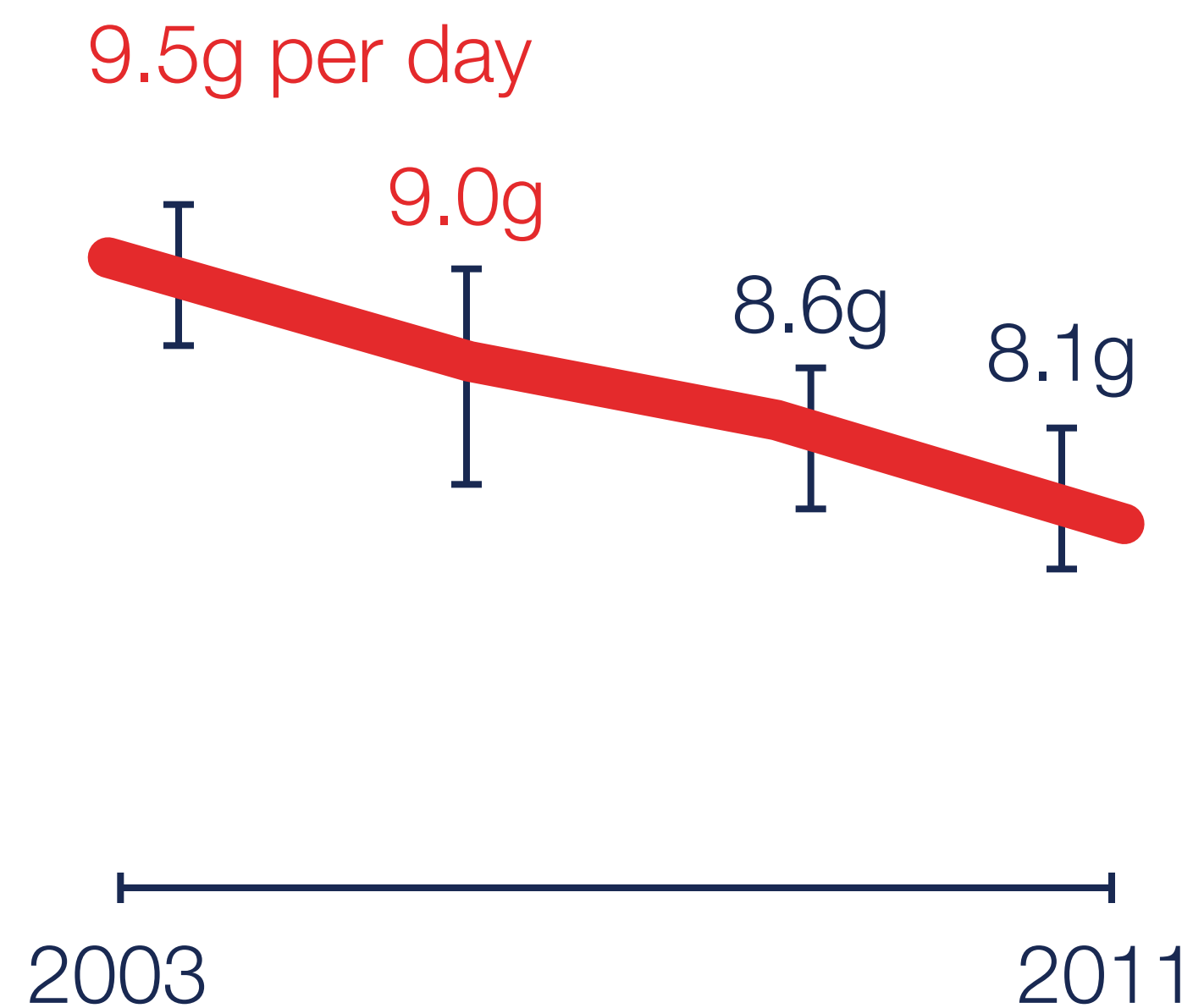
UK salt reduction program

**SODIUM TARGETS SET
+ IMPROVED FOOD LABELLING
+ CONSUMER EDUCATION**

15% REDUCTION
in population salt intake

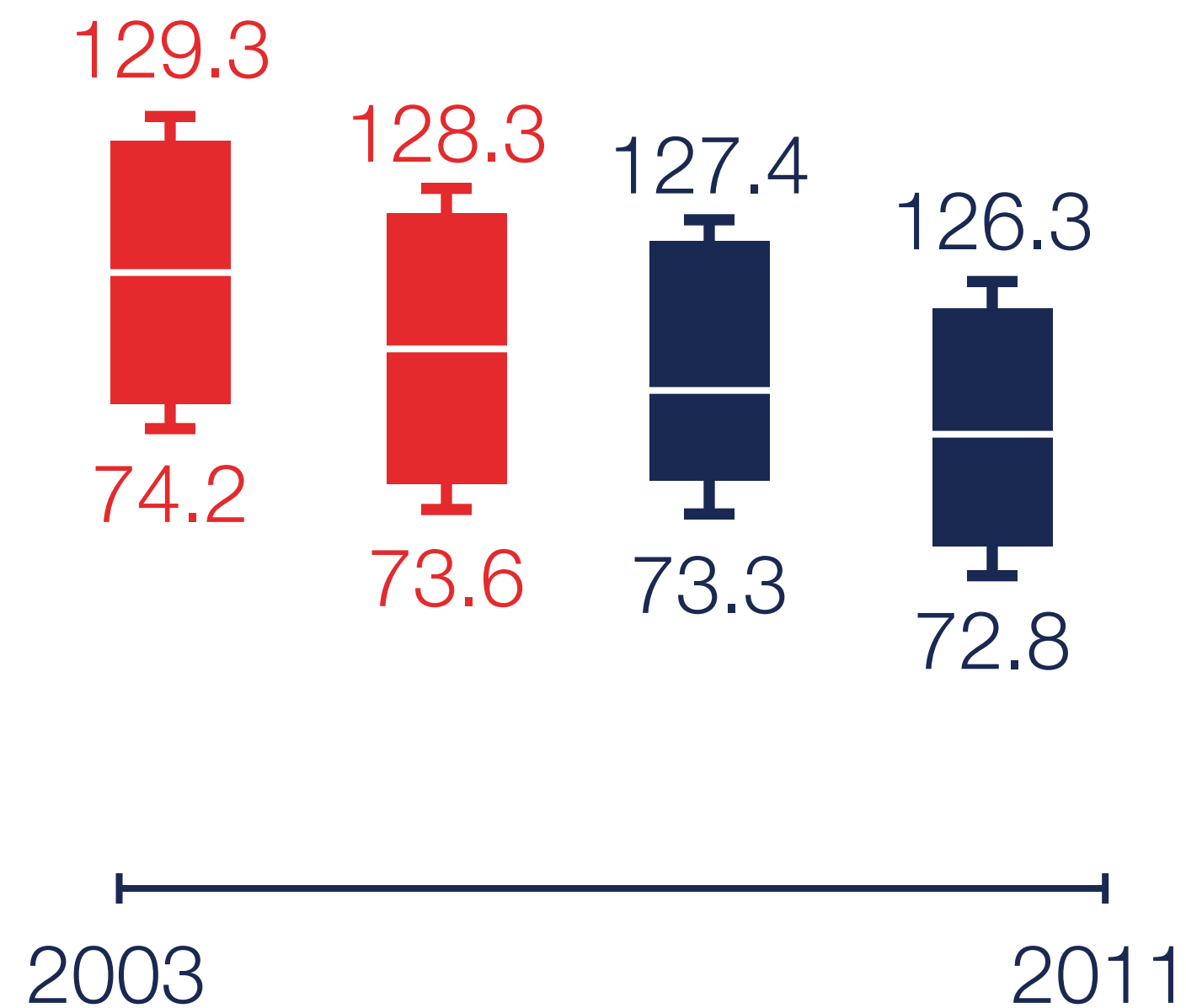
40% REDUCTION in heart
disease and stroke mortality
rates in **LESS THAN 10 YEARS**

Salt was reduced quickly



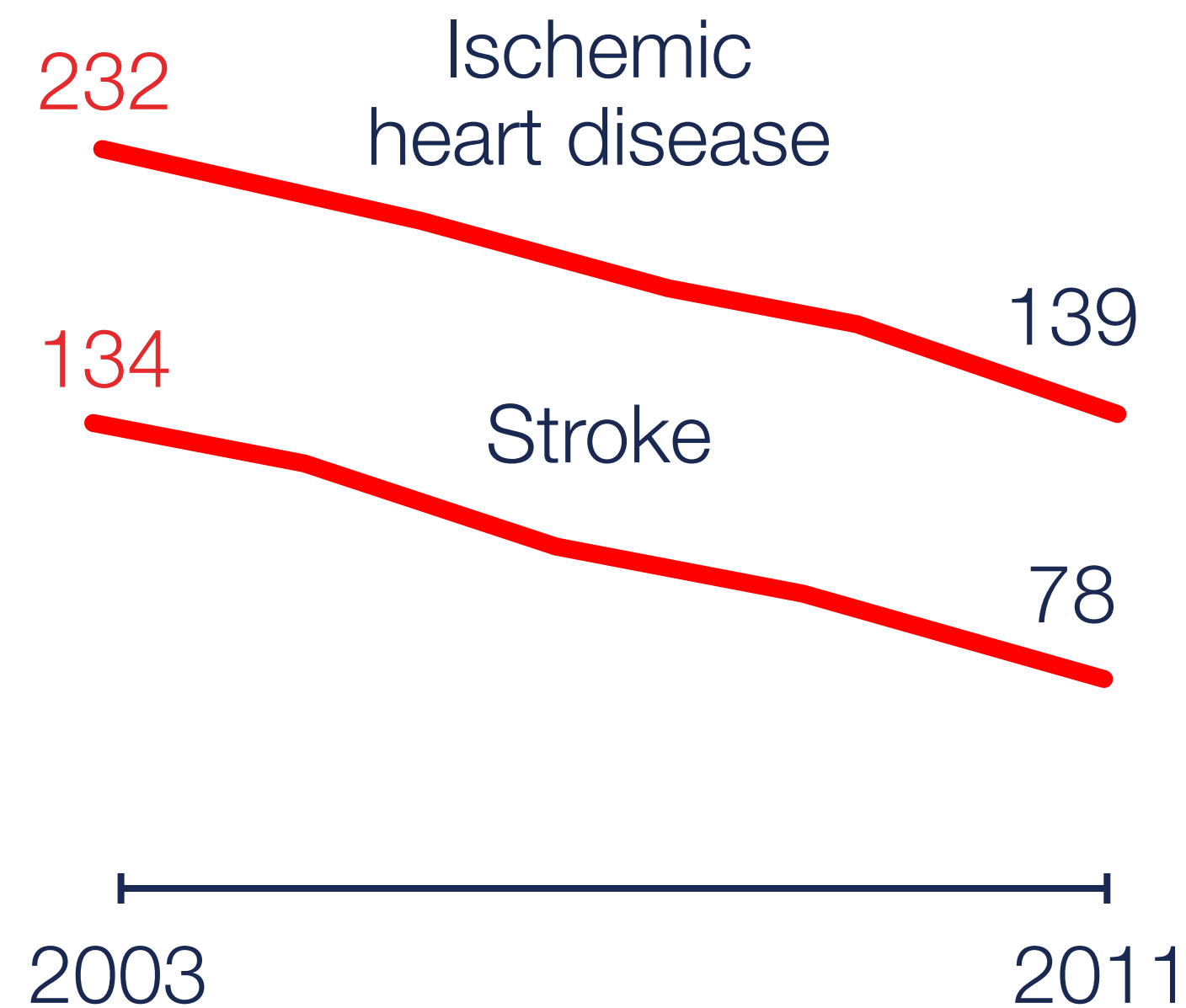
Salt consumption in the UK population

Blood pressures dropped



Average blood pressure in the UK population

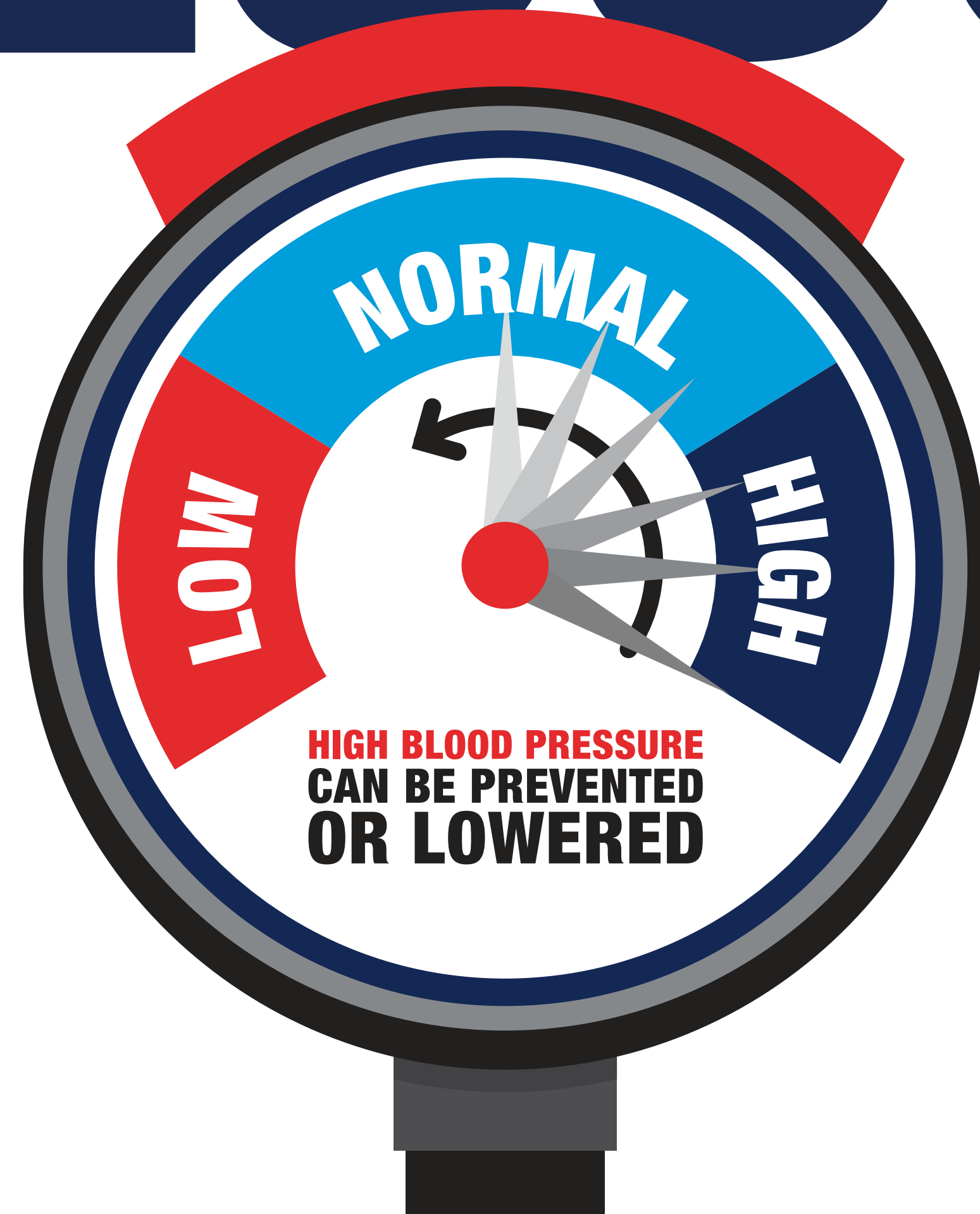
Deaths reduced significantly



Deaths per 100,000 from cardiovascular disease

Data source: He FJ, Pombo-Rodrigues S, MacGregor GA *Salt Reduction in England from 2003 to 2011: its relationship to blood pressure, stroke and ischaemic heart disease mortality* BMJ Open 2014, 4:e004549. doi: 10.1136/bmjopen-2013-004549

PRESSURE



**HIGH BLOOD PRESSURE
CAN BE PREVENTED
OR LOWERED**

HOW CAN THE GOVERNMENT BRING THE PRESSURE DOWN?

Through the implementation of an effective National Food and Nutrition Strategy to reduce the amount of salt in processed and packaged foods.

This should include:

- 1 Set and monitor targets to reduce salt in identified food categories**
- 2 Measure and monitor changes in population salt intake**
- 3 Deliver a national healthy eating campaign, which includes a focus on the importance of reducing salt consumption**

2005

AWASH established

Brought together key Aust. stakeholders in a commitment to reduce salt.

2006

AWASH food industry strategy launched

Called on food industry to reduce salt in foods by 25%.

2007

AWASH Drop the Salt! campaign launched

Commitment to action by government, food industry and consumers to reduce salt.

2008

2009

Fed. Govts. Food and Health Dialogue (FHD) established

Between govt, food industry, Heart Foundation and Public Health orgs.

2010

FHD announced first set of targets for salt levels in foods

Targets for bread and breakfast cereals published.

2011

FHD published additional targets for salt levels in foods

Targets for simmer sauces, processed meats and soups published in 2011 and additional targets for savoury pies, snacks, savoury crackers and cheese published in 2012/13.

2012

BUPA/George Inst. FoodSwitch smartphone App launched

App enables consumers to easily identify whether foods have high, medium or low levels of salt, fat or sugar.

2013

Aust. Government committed to WHO salt reduction targets

Brought together key Aust. stakeholders in a commitment to reduce salt.

Heart Foundation 'Halt Hidden Salt' campaign

A consumer focussed campaign to raise awareness and support salt reduction advocacy.

2014

Government's Health Star Rating labelling scheme launched

Food companies can highlight levels of salt (and other nutrients) in their products.

VicHealth Salt Reduction Partnerships (VSRP) launched

State-wide initiative to support stronger action on salt by Consumers, the food industry and government.

2015

'State of Salt' launched by VicHealth

This was a case report detailing the current salt intake in Victoria, the need for salt reduction and a plan of action on how this can be achieved.

Federal Government launched Healthy Food Partnerships

With the aim of improving the dietary habits of Australians by making healthier food choices easier and more accessible, and raising awareness of appropriate food choices and portion sizes.

2016

Heart Foundation launch 'Don't trust your Tastebuds' Campaign on behalf of VSRP

to raise awareness of Victorian's excessive salt intake and its origins in every day processed foods.

2017

HFP Reformulation Working Group formed

With focus on reformulating processed foods.

Heart Foundation Launch 'Unpack the Salt' Campaign

To raise awareness of Victorian's excessive salt intake and its origins in every day processed foods.

Food category reports released to media

highlighting manufacturers of highest and lowest salt in food category:
Cooking sauces
Ready meals
Dips and crackers.

2018

Heart Foundation Unpack the Salt campaign continues.

Food Category report released on processed meats.

Media release for Salt Awareness Week on kids lunchboxes.

Reformulation Readiness Event held for industry.

Reduce the Pressure on our Health and Economy is launched to Federal Govt. at an event in Canberra calling for policy change.

Heart Foundation launches 'Unpack your Lunch' campaign to recruit sign ups to a 10 day salt challenge to reduce the salt intake of Victorians.

Food category reports released on Asian style sauces.

2019

Heart Foundation 'Unpack your Lunch' campaign continues.

Food Category report released for Salt Awareness Week on Kids Fast Food.

Reformulation Readiness Best Practice Guide to Salt Reduction for Food Manufacturers

Launched at event for industry **Reformulation webinar** for food manufacturers.

Food category report released on salt content in meat alternatives.

2020

Category Report released for Salt Awareness Week

on veg and legume based savoury snacks.



www.unpackthesalt.com.au