

UNILEVER'S POSITION ON SALT REDUCTION



Background

We are reducing the amount of salt in our products right across our portfolio, in an effort to help consumers meet the World Health Organization (WHO) daily salt intake recommendation of 5g.

In 2003, Unilever created the Nutrition Enhancement Programme and we continue to assess our entire food and beverage product portfolio on an ongoing basis to help plan nutritional improvements. Our targets are laid down in our [Unilever Sustainable Living Plan](#).

Context

By the end of 2010, we reduced salt levels in our products to an interim target of 6g per day. This required reductions of up to 25%.

Our ambition is to further reduce salt levels in our Foods portfolio such that by 2020, 75% will meet salt levels to enable intakes of 5g per day. We make good progress and the latest progress numbers can be found at [Unilever.com](#).

Unilever's position

Unilever is supportive of salt reduction strategies in which government agencies, NGOs, academics, media and the food industry collaborate where necessary to develop the following initiatives:

- Voluntary food reformulation programs with absolute targets for salt levels defined for each product category
- Gradual reduction implementation to help consumers adjust their taste preference for salt and prevent them adding salt back in at the table
- Support the safe use and acceptance of salt substitutes like potassium salt, and promote consumer-friendly and informative labelling
- Consumer awareness/education campaigns developed and led by government agencies or NGOs
- External monitoring systems put in place and led by Government agencies

In addition, we believe that consumer acceptance should be identified as a key success factor in any salt reduction strategy. Great-tasting products will have the most impact because consumers will not give up taste for health.

