

Salt Reduction

As stated by the World Health Organization, it is important to reduce the intake of sugar, **salt**, saturated fatty acids and transfat in the fight against non- communicable diseases (obesity and food-related diseases). Limiting the intake of these nutrients, as well as energy content per serving, is part of the FrieslandCampina Global Nutritional Standards. FrieslandCampina's product category contributing most to salt intake is cheese.

FrieslandCampina has been focusing on salt reduction in cheese since 2006. In 2006, the company mounted a major salt-reduction program with the goal of making its products even healthier and to contribute to helping consumers reach the WHO recommended reduction of salt intake of 30%. Over a 10-year period, the company reduced the salt content of the major part of its Cheeses product portfolio (Gouda 48+) by 22 percent (published (in Dutch language) in Voeding Magazine – see link below).

The possibilities for salt reduction in cheese differ by type of cheese, age of the cheese, quality standards, technological issues and consumer preferences. For instance, salt is needed for taste, preservation, shape and cutability of the cheese. When reducing salt content, we take these characteristics into account. Consumers also often need time to get used to these product changes. To this end, FrieslandCampina conducts thorough research and adjustments in recipes in small steps.

As the reduction of salt content in cheese influences preservation, quality, the taste, cutability and texture of cheese, also other adjustments in recipes are necessary. These efforts require relatively high research and development time. Reaching the boundaries of salt reduction in cheese with 22% less salt, taste, quality and technological issues needed to be studied to allow for a next step of salt reduction towards 2030. A further salt reduction for Gouda type Cheese (baseline is 678 mg sodium per 100g in young cheese in 2016) is expected to be feasible towards 2030 to reach the overall 30% reduction, whilst maintaining good product quality in coming years.

In addition, FrieslandCampina has anchored salt reduction in its Nutrition policy. As part of our efforts in reformulation, we continuously explore new technologies and alternatives to discover saltiness-modulating ingredients that can contribute to salt reduction concepts. At the same time, we work with partners that are able to add value to our endeavors in creating better products.

REPORTAGE

Productherformulering bij zuivel



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