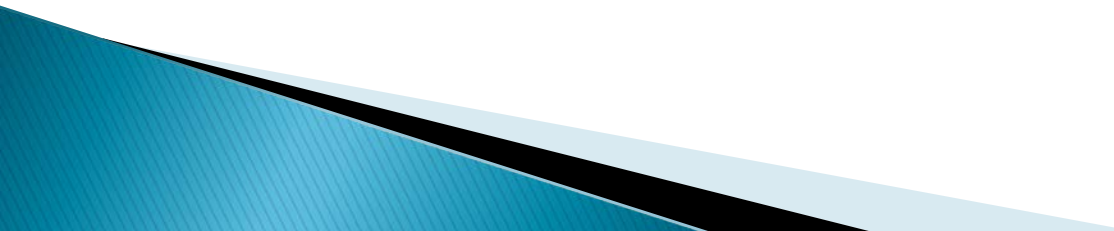



Sodium Reduction Update

CMC Technical Committee
February 21, 2013

Sodium Working Group and Health Canada Meeting

- ▶ Met with Health Canada on January 16, 2013
 - ▶ 14 representatives from industry and gov't
 - ▶ Health Canada commented that Piller's petition was too all encompassing
- 

Proposal for Cooling Heat-Treated Meat & Poultry Products

- ▶ Put forward the request for equivalency between the Canadian and U.S. cooling regimes for nitrite added meat and poultry products which undergo heat treatment
 - ▶ Health Canada willing to take a look
 - ▶ Letter submitted to Dr. Jeff Farber; receipt was acknowledged
- 

Alternative Cooling Method

- ▶ Submitted to HC by Olymel in 2011 for equivalency with FSIS guidelines
- ▶ Health Canada responded in 2013 with the required parameters:

For a 15hrs cooling product must have following –

1– >180ppm nitrite and >1.3% salt

Or

2– >120ppm nitrite and >2.5% salt

- ▶ No rationale provided

KCl as NaCl replacement

- ▶ Need to revisit
- ▶ Gain better understanding from Health Canada regarding the barrier(s) to acceptance

Meat Sticks – HC Proposal

Refrigerated

Max 1140, SWA 1080 (no change)

Shelf stable

Max 1290, SWA 1220 (new)

Beef jerky

Max 2000, SWA 1900 (no change)

Meat Sticks – Industry Proposal

Refrigerated

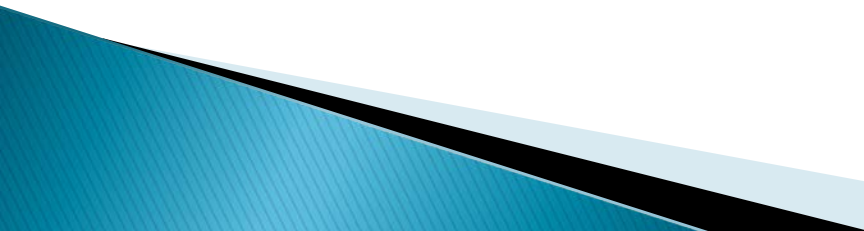
Meat Sticks/Jerky– Max 1140, SWA 1080

Shelf stable

Meat Sticks/Jerky– Max 2000, SWA 1900

- ▶ Health Canada requesting shelf stable products be divided into fully cooked and dried versus fermented and dried

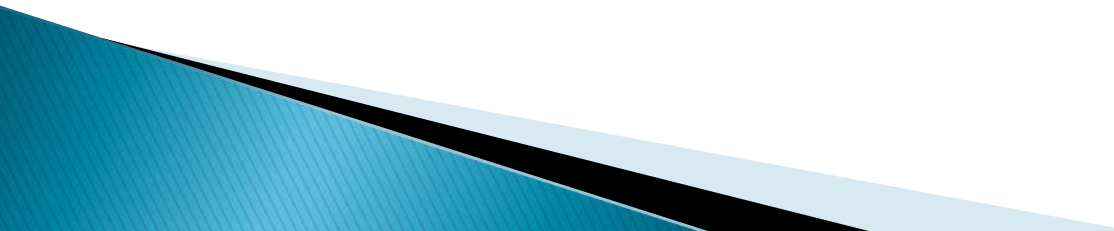
Bill C-460 Sodium Reduction Strategy for Canada Act

- ▶ Introduced by NDP MP Libby Davies
 - ▶ Comes for debate and vote March 2013
 - ▶ Over 40 health and citizens' groups are backing the bill, including the Canadian Medical Association, Canadian Nurses, Dietitians of Canada, the Canadian Association of Pharmacists
 - ▶ Petition to write MPs, PMO initiated by CSPI and Stroke 101
- 

Bill C-460 Sodium Reduction Strategy for Canada Act

- ▶ Significantly different than *Sodium Reduction Strategy for Canada* (consensus-based)
- ▶ Bill proposes food companies put high-sodium warnings on foods labels if fail to meet targets
- ▶ Registry of food sodium levels
- ▶ Proposes regulation without even allowing the structured, voluntary model to be worked through to 2016
- ▶ No consideration for the technical challenges
- ▶ Exemption for QC

Communicate Progress of Meat Industry

- ▶ To assist gov't in defending a voluntary sodium reduction strategy the meat industry should demonstrate progress
 - ▶ Need to build awareness of industry's commitment to voluntary reduction
 - ▶ Industry survey
- 

Sodium Reduction Targets

- ▶ In 2016 will measure changes in Canadians' intake via Canadian Community Health Survey–Nutrition 2015 data (compared to 2004 CCHS)

New WHO Sodium Guidelines

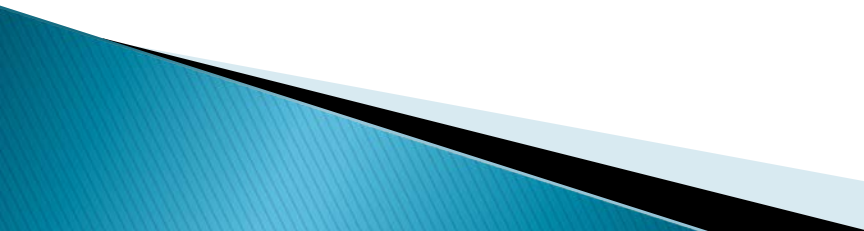
- ▶ Released Jan 2013
- ▶ Adults should consume less than 2,000 mg of sodium a day

Canadian Interim Goal


GOAL 2,300 mg sodium by 2016

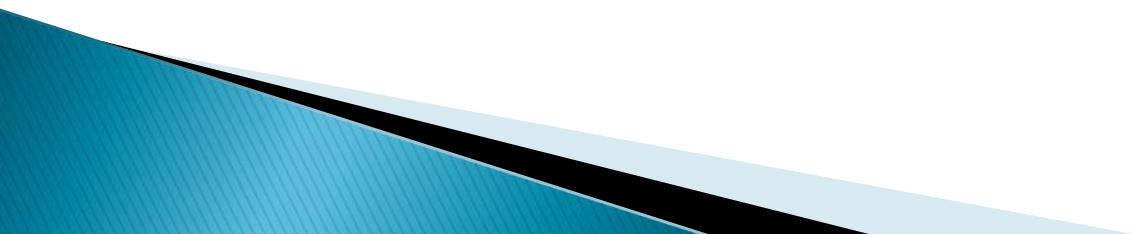
- Starting at 3,400 mg (includes table & cooking salt)
- Finland took 23 years to reduce by 30%
- UK took 7 years to reduce by 10%
- Canada proposing a 30% reduction in 4 years.
- Canada's targets and timelines are simply unachievable for most categories

Heart & Stroke Letter to HC

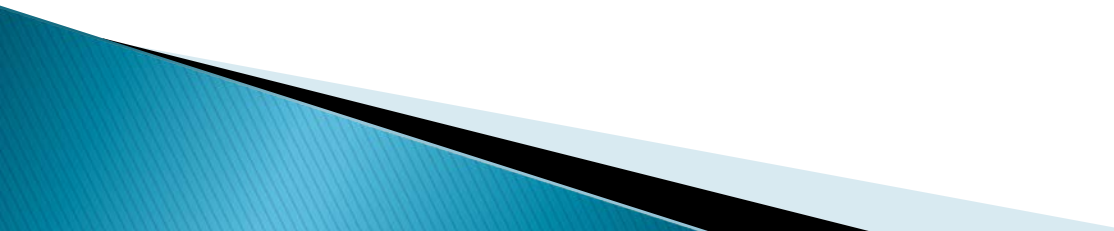
- ▶ Requesting implementation of monitoring mechanism for sodium and trans fat
 - ▶ Lamented the amounts of trans fat in food
 - ▶ If monitoring is unsuccessful then gov't should follow up with regulatory approach
 - ▶ Urged gov't to implement recommendations in Sodium Reduction Strategy; specifically establishment of monitoring system to track industry's progress
- 

HC response to Heart & Stroke

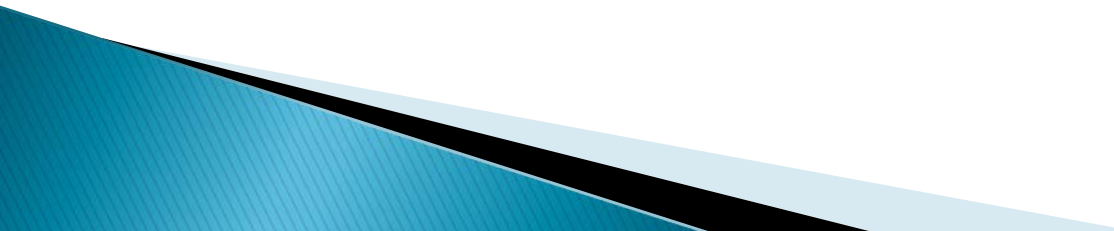
- ▶ Reiterated trans fat initiatives – mandatory nutrition labelling, task force, monitoring program
 - ▶ Industry made significant progress without increasing saturated fat
 - ▶ Engaging with industry to address technical barriers to further voluntary trans fat reduction
 - ▶ Feb 2012 committed \$4 million to Healthy Eating Awareness and Education Initiative
 - ▶ Cited sodium reduction in breads, cereals and soups
- 



CMC Key Messages

- ▶ Canada's processed meat industry is committed to doing our part to help Canadians reduce their sodium consumption by continuing to offer new products with lower sodium content.
 - ▶ Industry will continue to gradually reduce the amount of sodium in the food Canadians enjoy, while still providing the desirable products consumers have relied on and trusted for years.
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CMC Key Messages

- ▶ Reducing the amount of sodium Canadians consume is complex. It will take time and involves governments, stakeholders, industry and Canadians themselves.
 - ▶ Industry is also working closely with government and other groups to ensure Canadians are being educated and empowered to make more informed nutrition choices.
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CMC Key Messages

- ▶ This is about living a balanced lifestyle, following Canada's Food Guide, and making better choices, more often, in the grocery store, in restaurants and at home.