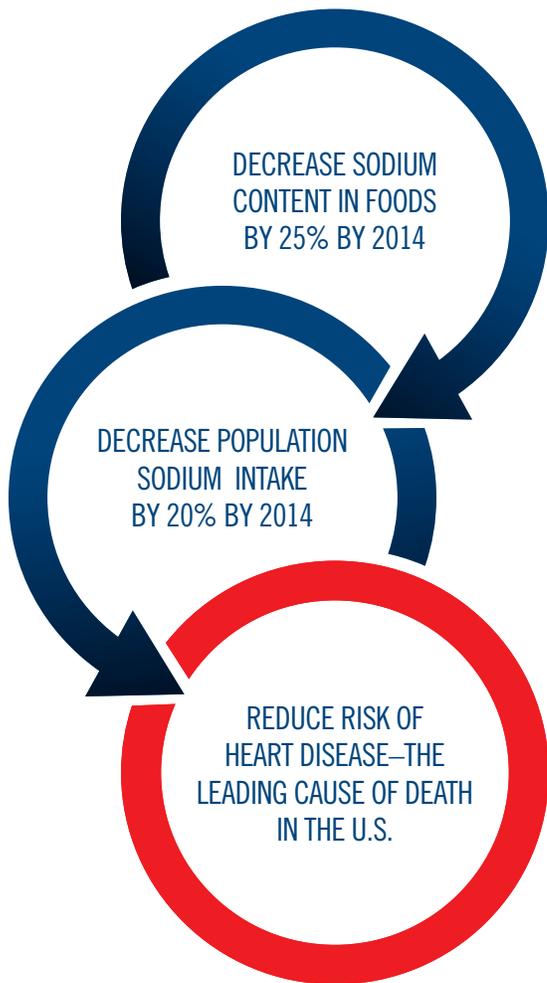


NATIONAL SALT REDUCTION INITIATIVE GOALS AND SUMMARY

The National Salt Reduction Initiative (NSRI) is a partnership of more than 90 state and local health authorities and national health organizations coordinated by the New York City Health Department. The Initiative's goal is to reduce Americans' sodium intake by 20% by 2014 through voluntary corporate commitments to lower sodium in packaged and restaurant food.



Why is the NSRI important?

Almost everyone consumes too much sodium, and about half the adult population consumes twice the daily limit. Excess sodium intake results in high blood pressure and places millions of people at risk for heart attack and stroke. Very little sodium in our diet comes from a salt shaker; nearly 80% is added to food before it is sold.

Reducing the amount of sodium in packaged and restaurant food will save tens of thousands of lives and billions of dollars in health care costs each year. Making these changes gradually across all food types is the best way to get us all to more healthful sodium levels without a noticeable difference in taste.

Have sodium targets been established?

In 2008, the NSRI began working with food manufacturers, restaurant chains, trade associations, and other industry representatives to lower sodium in packaged and restaurant foods. The Initiative set feasible sodium targets after considering current sodium levels in each food category, food safety and technical issues, and industry feedback. There are sodium targets for 62 packaged food and 25 restaurant food categories for 2012 and 2014.

How has industry responded?

Many industry leaders are committed to selling great-tasting food with healthy levels of sodium. Nearly 30 national food companies, ranging from corporations to family-owned brands and from restaurant chains to supermarkets, have committed to NSRI targets. The companies have received positive press coverage and have been publicly applauded by NSRI partners and their supporters from across the nation. Food companies are encouraged to contact the New York City Health Department about committing to 2014 targets.

How will the NSRI measure success?

The NSRI is tracking industry progress and the impact on sodium intake. This entails assessing changes in the sodium content of the US food supply in 2012 and 2014, and monitoring sodium intake through a population-based study.

Want to join the NSRI?

To commit to NSRI targets or become an NSRI partner, contact the New York City Health Department at salt@health.nyc.gov. More information is available at nyc.gov/health/salt.