

# THE STATE OF SALT

## A case for increased government leadership in food reformulation

Most New Zealanders consume around double the maximum recommended daily intake of salt and most of this comes from processed foods. This is concerning as too much salt contributes to high blood pressure, which increases the risk of stroke and other cardiovascular diseases.

**More than one in five New Zealanders** has high blood pressure, and salt reduction strategies are a cost-effective method to tackle this.

Each year, approximately **9,500 New Zealanders** experience a stroke, yet we know that over **75% of strokes are preventable** – action needs to be taken to reduce the number of people affected by stroke.

Food reformulation is one of the most efficient and cost-effective ways to improve population health. We commissioned the National Institute of Health Innovation to conduct research into the salt content of crisps and savoury snacks to highlight the urgent need for government-led salt targets.

## OUR RESEARCH FINDINGS FOR CRISPS AND SAVOURY SNACKS



THE SALT CONTENT OF **CRISPS AND SAVOURY SNACKS IN NZ IS HIGH**. SOME SNACKS CONTAIN **OVER ½ TEASPOON** OF SALT PER SERVE

THERE WAS ONLY A **SMALL REDUCTION** (5%) IN THE AVERAGE SALT CONTENT OF CRISPS AND SAVOURY SNACKS BETWEEN 2013 – 2019

↓ **5%**

ONLY **1/2** OF CRISPS AND SAVOURY SNACKS IN 2019 **MET VOLUNTARY TARGETS**

THE SALT CONTENT OF CRISPS AND SAVOURY SNACKS VARIES GREATLY E.G. SOME CORN CHIPS CONTAINED 360 TIMES MORE SALT THAN SIMILAR VARIETIES.

 **360x** **THIS SHOWS REDUCTIONS ARE FEASIBLE**



**GOVERNMENT-LED SALT TARGETS** FOR CRISPS AND SAVOURY SNACKS ARE RECOMMENDED ALONG WITH REDUCTIONS IN OTHER FOOD CATEGORIES

**WE NEED TO TAKE ACTION NOW TO IMPROVE THE HEALTH OF ALL NEW ZEALANDERS. LET'S WORK TOGETHER AND DISCUSS HOW WE CAN DO THIS.**