



*For immediate release
17 September 2004*

To: Food, Health and Consumer Journalists

RETAILERS ALREADY CUTTING SALT

Food retailers have today reiterated their support for the Food Standard Agency's consumer information campaign on salt reduction and emphasised their long-standing commitment to reducing the salt content of processed foods.

Kevin Hawkins, BRC Director General, said: "Food retailers have been engaged in salt reduction programmes for more than five years and are committed to working with suppliers and the FSA to help their customers achieve the recommended average salt intake of 6g per day by 2010.

"The BRC's salt reduction framework enables food retailers to minimise the salt content in their own brand processed foods such as soups, pizzas and ready meals. Nine food categories that contribute most salt to the diet have been identified, and food retailers are working to minimise salt content in these, in line with the BRC framework.

"Given that consumers' salt intake comes from a variety of sources we call upon all manufacturers, caterers and restaurateurs to help their customers reduce this in concert with food retailers' initiatives."

Ends

Notes to Editors

[Click here for the BRC salt framework](#)

[Click here for salt Q&A brief](#)

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