

# TAKING ACTION TO REDUCE SALT

Research into the high salt content of processed foods in New Zealand

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

Each year, over **11,000 New Zealanders** experience a stroke, yet we know that **75% of strokes are preventable** – action needs to be taken to reduce the growing number of people affected by stroke.

Greater investment in food reformulation is feasible and urgently required: as an example, we commissioned the National Institute of Health Innovation at the University of Auckland to explore the state of salt in New Zealand sausages.

## KEY FINDINGS



THE SALT CONTENT OF  
**NZ SAUSAGES**  
IS HIGH



SOME SAUSAGES CONTAIN NEARLY  
**7x**  
MORE SALT  
THAN SIMILAR  
PRODUCTS



LESS THAN

**1/3**

OF SAUSAGES MET  
CURRENT VOLUNTARY  
TARGETS



SOME SAUSAGES CONTAIN

**1/2**

OF THE MAXIMUM DAILY  
RECOMMENDED INTAKE  
IN A SINGLE SAUSAGE



**NO SIGNIFICANT CHANGE**

IN THE AVERAGE SALT CONTENT OF SAUSAGES BETWEEN 2013 – 2019

## HOW THE STROKE FOUNDATION IS TAKING ACTION

We are starting a conversation with the government about how to increase efforts to reduce the amount of salt in our food. Based on the research, we will share the following recommendations:

### FOR GOVERNMENT

Introduce government-led sodium targets for a range of key food categories

Ensure that food manufacturers are working towards meeting voluntary targets

### FOR THE FOOD INDUSTRY

Ramp up the reformulation of processed foods to reduce salt

## HERE'S WHAT YOU CAN DO

Here are some easy tips to help reduce your intake of salt and your risk of stroke.

**1**



Limit intake of processed meats and increase consumption of whole, fresh foods

**2**



Read food labels and select lower sodium options. Choose sausages that contain less than 650mg sodium/100g

**3**



Be aware of portion size when eating foods high in salt

*Note: Salt is made up of sodium and chloride. It is the sodium that raises blood pressure and increases the risk of stroke.*