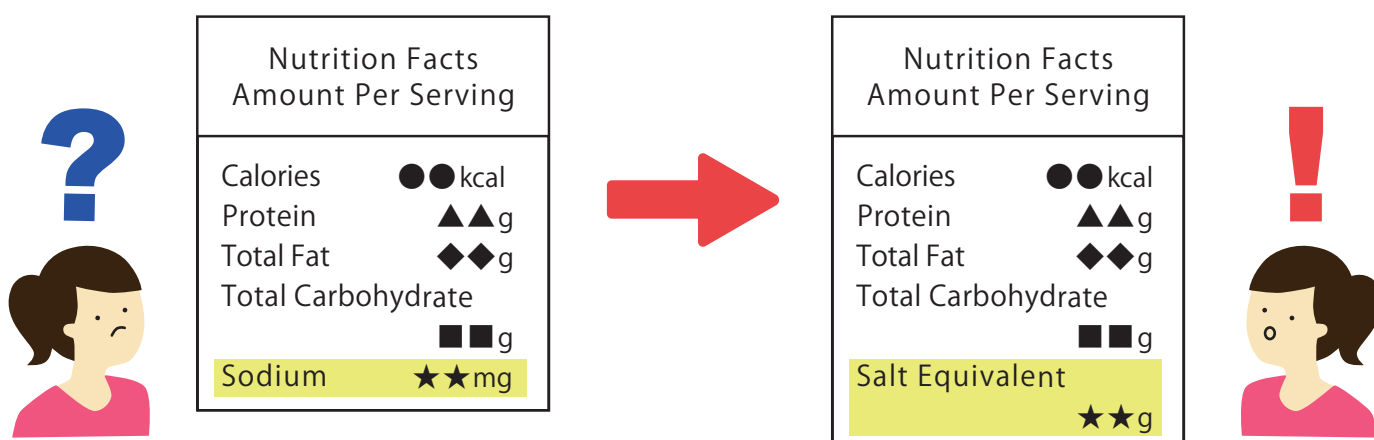


Salt reduction campaign in Japan

Salt amount at a glance.

Food labelling plays an important role in salt reduction.

In Japan, the amount of salt in foods is needed to be displayed as “salt equivalent”, not as sodium according to the new Food Labelling Act. This enables consumer to understand how much they would consume salt at a glance.



Salt Reduction Day

17th of each month has been set as “Salt Reduction Day”.

This is a strategy for education made by the Japanese Hypertension Society.



Minus 2g – An education campaign

To achieve effective salt reduction, Japanese government released a national education campaign called “Minus 2g”.

This mark is used for posters or pop-ups in supermarkets.

*Aim for minus 2 g of salt intake while keeping foods tasty.



Public - Private cooperation strategy

Smart Life Project is a new strategy involving industries to engage voluntary health promotion. As a part of this project, the number of companies engaging voluntary salt reduction has been rising.

The number of companies engaging voluntary salt reduction

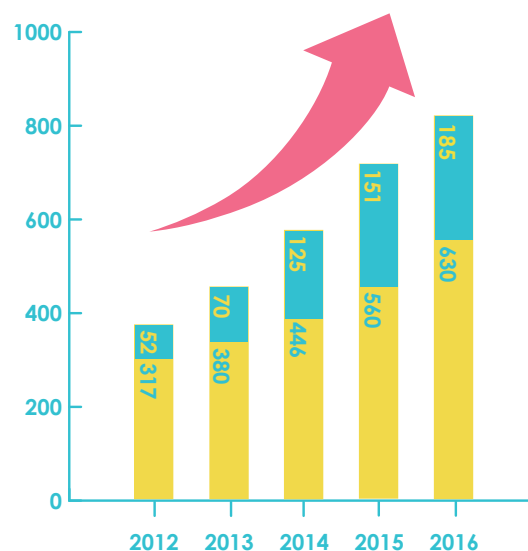


Food reformation in industry

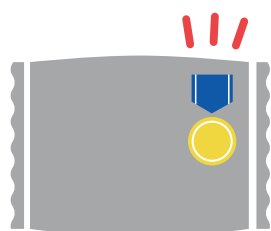
Now, voluntary industry engagement have been increasing. Salt in processed foods has been reduced as an effort of food industries. In 2016, approximately 815 t of salt is estimated to be reduced compared to the original foods contents.

processed foods
seasonings

Salt reduction achieved by food reformation



For more powerful salt reduction in processed foods



To promote the reduction of salt contents in processed foods, the Japanese Hypertension Society gives awards to the products which achieved outstanding salt reduction while keeping tastes.

