Anne Hatløy and Ketil Bråthen

The Salt Partnership 2019–2021

Progress and achievements

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Preface by the Norwegian Directorate of Health

The World Health Organization (WHO) considers reducing salt intake in the population as one of the most cost-effective public health measures. The Norwegian Directorate of Health launched the spring 2014 "Action plan Salt 2014–2018" to reduce salt intake in the population. The goal in the plan is a 15 percent reduction in salt intake by 2018 and a 30 percent reduction by 2025, which corresponds to a salt intake of 7 grams per day in 2025. Compulsory cooperation between the authorities, the food industry and the catering industry on salt reduction is a key measure in the plan to reduce the salt content of food items and in food served.

The salt partnership between the food industry, catering industry, R&D environments, industry- and interest-organizations and health authorities were established in autumn 2015. The aim for the Salt partnership is to stimulate a reduced content of salt in food and served food, and increased awareness of salt and health in the population. The salt partnership became incorporated in the Letter of Intent for a healthier diet when it was established in December 2016, but the Saltpartnership's organization and structure were retained for the period 2019–2021. There was a target of a 20 per cent reduction in salt intake by the end of period, which corresponds to a salt intake of 8 grams per day in 2021.

This report presents target achievement in the Salt partnership 2019–2021 and forms a basis for continuing the work on salt reduction in the letter of intent for a healthier diet. In the Agreement of Intent, the Government aims to reduce salt intake is reduced to 7 grams per day by 2025. The report has been prepared by Fafo at assignment from the Norwegian Directorate of Health.

Oslo, December 2022,
May Cecilie Lossius
Acting director of department

1 Background

1.1 Salt and health

The link between salt intake and negative health effects is well documented. More than 5 grams of salt per day is a contributor to high blood pressure and an increased risk of heart disease and stroke (Aljuraiban et al., 2021, WHO, 2016). An estimated 2.5 million deaths a year could be prevented globally by reducing salt intake to the recommended intake of 5 grams per person per day for the adult population (WHO, 2012). On a global basis, the daily salt intake is about twice the recommended level (WHO, 2021).

The aim to reduce salt intake by 30% was introduced in Norway in 2013 as part of the national NCD strategy (Helse- og omsorgsdepartementet, 2013). The Norwegian Public Health Report from 2018 (Meld. St. 19 (2018-2019)) states that there is uncertainty around where we are in relation to this target, due to a lack of data for Norway over time (Ministry of Health and Care Services, 2019).

1.2 Salt intake and dietary sources of salt

Data from 2011 indicated that the salt intake from food was 6.3g per day for women and 9g per day for men. An estimated 70–80% of our salt intake comes from industrially processed foods, and a further 10–15% from salt added to food prepared at home. Meat products, bread, sauces, powder, spices, fish products, cheese and edible fats are the main sources of salt (Helsedirektoratet, 2016). No other national dietary survey has been carried out since 2011, when Norkost 3 was conducted. The Norkost surveys are national dietary surveys conducted among adult men and women in Norway. Norkost surveys have been carried out in 1993/94, 1997 and 2010/11. Norkost 4 will be conducted in 2022/23, and the resulting data is scheduled to be available in 2024 (FHI, 2022).

1.3 Action of salt reduction and preliminary work by the Salt Partnership[1]

Over the last 30 years, the Norwegian health authorities have engaged in different dialogues with the food industry about salt reduction. Many manufacturers have also been working actively to reduce the salt content in their products over a long period of time. The Nordic Keyhole label was introduced in 2009 to encourage manufacturers to develop more products with reduced salt content (see the Regulation on voluntary labelling of foods with the Keyhole) (Helse- og omsorgsdepartementet, 2015).

In addition to providing a savoury taste to foods, salt is also a preservative which increases the shelf-life of products. This is important in terms of food safety and reduced food waste. Salt also has important functional and processing properties which

[1] This subchapter is largely identical with the description in the report *The Salt Partnership 2015-2018* (Helsedirektoratet, 2019)

are necessary to ensure product quality. The Salt Partnership research groups have been working with the food industry to research technical issues regarding salt reduction in foods, partly through the projects SALTO and "A healthier packed lunch" (*"En sunnere matpakke"*).

In spring 2014, the Directorate of Health launched the *Salt Action Plan 2014–2018 to reduce the population's salt intake* (Helsedirektoratet, 2014b). The objective of this action plan is a 15% reduction in the overall salt intake by 2018 and a 30% reduction by 2025. Based on this action plan, the Minister of Health and Care Services' food industry group decided on salt reduction as the topic for their meeting in spring 2014, where the minister wanted the food industry to commit to a salt reduction target in foods. At a subsequent seminar organised by the food industry, the industry itself expressed a desire to set up a salt partnership in Norway, similar to those in Denmark (Fødevarestyrelsen, 2019) and England (CASH, 1996). In autumn 2014, the food industry presented the memo *Joint initiative to reduce the salt intake by 15% by 2018* to the Minister of Health and Social Care Services' food industry group (Helse- og omsorgsdepartementet, 2014a).

In November 2014, the Directorate of Health invited various interest groups from the food industry, the hotel, restaurant and catering industry, research groups, trade organisations and associations, and interest organisations to work together to reduce the salt content in foods and served dishes, and to raise general awareness of salt and health. The work of drawing up a partnership agreement for the Salt Partnership, with the aim reducing the salt content in foods and served dishes, began in 2015. A steering committee was set up, led by the Directorate of Health, with the participation of the partners.

2 The Salt Partnership 2015–2021[2]

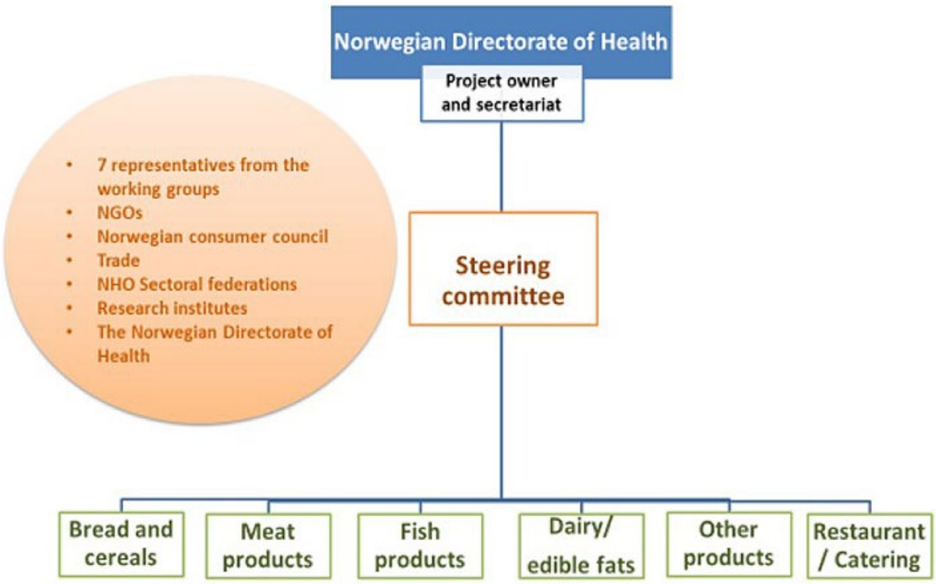
2.1 Purpose and organisation

The Salt Partnership 2015-2018 came into force in October 2015. It is a partnership between the food industry, the hotel, restaurant and catering industry, research groups, interest organisations and health authorities. The partnership agreement on the Salt Partnership was signed by the Director General of Health for the Directorate of Health and by the management in the contracting parties (Helsedirektoratet, 2014). This agreement was succeeded by a corresponding agreement for the period 2019–2021 (Helsedirektoratet, 2021).

The principal objective of the Salt Partnership is to implement the process of reducing the level of salt in foods and served dishes, to achieve a 15% reduction in the population's salt intake to 8.5 g/day by 2018 and 30%, 7.0 g/day, by 2025 and achieve a long-term reduction of the average salt intake to 5 grams per person.

When the Salt Partnership was launched in October 2015, 53 participants signed the agreement. Over the period October 2015 to December 2021, the number of participants has increased to 83 (Appendix 1).

Figure 1 Organisation of the Salt Partnership



The parties are all equal partners who have committed to working together through the agreement. The work has been organised through a steering committee, chaired by the Directorate of Health as the project owner and leader, and six working groups: Bread and cereal products, Meat products, Fish products, Dairy and edible fats, Other

[2] This chapter is an update of Chapter 2 in the report *The Salt Partnership 2015–2018* (Helsedirektoratet 2019)

foods and Restaurant and catering (Figure 1). The management levels are: Steering committee, working group chairs and participants of each sector. The working groups consisted of partners from the industry and trade, the hotel, restaurant and catering industry, business and trade associations and research groups. Each group appointed a chair to represent the group on the steering committee and organise the work of the working group. In addition to the chairs of these five food groups, the steering committee for 2019–2021 consisted of two representatives from the hotel, restaurant and catering industry, two from interest groups, one from research groups, one trade representative, one from business and trade associations, one representative who is the Tradesolution contact, as well as two from the Directorate of Health. The Directorate of Health also performed the role of secretariat.

The steering committee has had the responsibility for progress and achieving the objectives of the Salt Partnership, including preparation and implementation of a system for monitoring and reporting the results of the salt reduction work. Annual reports on the work of the steering committee and the working groups were prepared for 2016 (Helsedirektoratet, 2017) and 2017 (Helsedirektoratet, 2018a).

In 2016, WHO launched SHAKE the Salt Habit, a salt reduction programme based on experiences from salt reduction initiatives worldwide (WHO, 2016). The programme consists of a set of recommended tools within an overarching framework, which includes the political commitment, the leadership of government agencies, a cross-sectoral partnership and the influence of decision-makers. The organisation of the Salt Partnership is largely consistent with the recommendations of the SHAKE programme.

2.2 Salt target in foods – salt lists

The working groups prepared suggestions for recommended salt targets for different food categories based on the food industry's memo "A joint effort to reduce the salt intake by 15% by 2018" (Helse- og omsorgsdepartementet, 2014b) and defined the categories for salt targets themselves. The salt targets were based on the salt criteria for food groups in the "Regulation on voluntary labelling of foods with the Keyhole" (Helse- og omsorgsdepartementet, 2015), and the salt list targets in Denmark (Fødevarestyrelsen) and England (CASH, 1996). The suggestions for recommended salt targets in the Salt Partnership were assessed and approved by the steering committee before the partnership agreement entered into force.

The recommended salt targets represent the mean salt content in each food category and allow for variation in salt content as many of the categories are broad. The products making up a significant share of the turnover by volume was selected as a basis for the work in setting the salt targets.

The salt lists include a total of 100 food categories (main and sub-categories) with one salt target in each category (Table 1). The complete recommended salt list is presented in Appendix 2.

Table 1 Overview of food categories and number of salt targets

Categories	Number of categories and salt targets
Bread and cereal products	8 main categories, 12 salt targets
Meat products	12 main categories, 14 salt targets
Fish products	8 main categories, 15 salt targets
Dairy and edible fats	2 main categories, 12 salt targets
Other foods	8 main categories, 47 salt targets

2.3 The Salt Partnership: Input

The partnership had four main areas of collaboration and input:

Reduction of salt content in foods: The parties in the food industry have worked to achieve a salt content at product category level that is at or below the recommended salt targets listed in the salt lists.

Reduction of salt content in served dishes in canteens, kiosks, petrol stations, corner shops: The parties have worked to build employee competence, establish procurement procedures, and increase consumer awareness.

Sharing knowledge and expertise: The parties have worked to increase awareness and knowledge of the importance of salt for good public health amongst consumers, healthcare professionals, food manufacturers and suppliers, and other nutritional information mediators, and to encourage research on salt reduction and product development.

Monitoring the work of partnership: The parties have worked to develop and implement a shared system for monitoring the salt content in food categories, beverages and meals. The partnership has also monitored changes over time in knowledge, attitude and demand for low-salt foods in the industry and in the population.

The roles and contributions of the Salt Partnership parties are described in the partnership agreement. As part of the agreement, the parties were expected to make the following contributions:

Food industry

- Prepare shared salt targets for different food categories (salt lists).
- Develop, make available and market products and meal solutions with lower salt content.
- Refine a shared monitoring system and bring attention to the work to reduce the salt content in foods, beverages, and dishes.
- Report changes to salt content in their products via Tradesolution

Trade organisations

- Prepare shared salt targets for different food categories (salt lists).
- Develop, make available and market products and meal solutions with lower salt content.
- Share information about the activities of the Salt Partnership to the relevant trade actors.
- Report changes to salt content in their products via Tradesolution
- Refine a shared monitoring system and bring attention to the work to reduce the salt content in foods, beverages, and dishes.

Hotel, restaurant, and catering industry

- Give priority to reduced salt content when procuring, purchasing, and preparing food to be served.
- Build competence on salt reduction among chefs and others who prepare/serve food.
- Develop, make available and market products, recipes, menus, and meal solutions with lower salt content.
- Prepare and make available relevant supporting materials.
- Report on activities and achievement of objectives.

Business and industry organisations

- Help coordinate the work of the partnership's members.
- Regularly share information about the Salt Partnership's activities with members and in relevant forums.
- Contribute to the sharing of experiences and expertise amongst members.
- Encourage members to participate in the Salt Partnership.
- Share information material from the Salt Partnership with members.
- Help to prepare and make available relevant supporting material.

Interest groups

- Provide input to the work of the partnership, for example in preparing specific salt lists, monitoring and the transfer of knowledge in the interest of its members.
- Help with the communication and educational work of the Salt Partnership, including consumer guidance.

Research groups

- Share experiences and transfer expertise on product development and food safety in the preparation of the salt lists.
- Work to strengthen technological research and development work on salt reduction in products.
- Contribute to the dissemination of new knowledge by lending expertise and transferring knowledge for example through seminars and themed events on salt, salt reduction and relevant epidemiological studies.
- Help identify R&D requirements.

Directorate of Health

- Chair the work of the Salt Partnership steering committee.
- Perform the role of the Salt Partnership secretariat. This involves organising and following up the steering committee meetings and being the contact between the working groups in the partnership and the management of the Directorate of Health.
- Increase awareness and knowledge about the importance of salt on health amongst consumers, health care professionals and professionals who prepare and serve food. Raise awareness about how consumers can reduce their own salt intake.
- Monitor the population's awareness and knowledge about salt.
- Monitor the salt content in foods and served dishes over time.
- Help monitoring the salt intake in the Norwegian population.
- Raise awareness of the work the Salt Partnership has carried out, including the creation of a shared partnership website.
- Engage in a dialogue with the relevant authorities and the Research Council of Norway on the need for research in association with salt reduction, including the funding of research on the field.
- Help raise awareness of the Salt Partnership on a Nordic, European and international level through organisations and networks.

During the partnership period, the steering committee has followed up and coordinated the work by:

- Monitoring the salt content in foods. In June 2016, the steering committee set up a working group consisting of representatives from the Directorate of Health, the sectoral federations of the Confederation of Norwegian Enterprise (NHO), the trade and the food industry to assess the available source data on salt content from the Tradesolution (TS) database.
- Adjusting the salt targets in two categories for bread and cereal products and fish products, and one category for edible fats.
- Monitoring salt reduction in the hotel, restaurant and catering industry.
- Applying to the Research Council of Norway for network support funding to share experiences and build expertise on salt reduction in foods (SaltNett). The aim of SaltNett has been to act as a knowledge platform for the food industry, health authorities, research groups and other industry and interest organisations.
- Benefit-risk assessment of the use of KCI as a salt substitute[3].
- A Salt Partnership newsletter for all partners.
- Evaluating a continuation of the Salt Partnership after 2018.
- Evaluating a discontinuation of the Salt Partnership 31.12.2021 and a continuation of the partnership on the reduction of salt between health authorities and the food industry through the Partnership for a healthier diet, until 2025 (Helse- og omsorgsdepartementet, 2021).

[3] Salt substitutes are a component that enables the reduction of common salt (NaCl) in a food product without drastically reducing flavour or other characteristics (Greiff og Josefsen, 2013).

2.4 The Salt Partnership and Partnership for a healthier diet

In 2016, the health authorities and the food industry signed the Partnership for facilitating a healthier diet. One of the main priority areas is a reduction in salt intake, as well as a reduction in the intake of sugar and saturated fat, and an increase in the intake of fruits, berries and vegetables, wholegrain foods and fish and seafood in the population (Helse- og omsorgsdepartementet, 2016). The Salt Partnership constitutes the action on salt reduction in the Letter of Intent, Priority area 1.

3 Database

In the progress report to the Salt Partnership 2015–2018 (Helsedirektoratet, 2019), the action taken, and the objectives achieved through the Salt Partnership were assessed using several data sources:

1 Monitoring of the salt content in foods through the Tradesolution database system
2 Survey on the parties' experiences of their participation in the Salt Partnership
3 Surveys on consumer awareness about salt and health
4 Self-reporting by the hotel, restaurant and catering industry
5 Analysis of the salt content in selected foods between 2014–2018.

In this final report, the three first sources have been updated and are presented, i.e. Tradesolution's data on monitoring of salt content in foods, Fafo's survey of the parties' experiences in the Salt Partnership and an examination of consumer awareness and attitudes based on data from "Norske spisefakta" on the trends in consumer awareness and attitudes to salt and health and Norstats web panel.

3.1 Monitoring of the salt content in foods

The Food Information Regulation of December 2014 (based on Regulation (EU) No 1169/2011) stipulates requirements for nutrition labelling. From December 2016, it is mandatory to declare any sodium content in products as salt (Departementene, 2014). Declared salt content values in foods may be based on analysed or estimated data from several sources, such as official food product tables, the salt content in raw materials and ingredients, and/or analyses of sodium content.

Tradesolution

Anyone selling food products must register the nutrient content of their products, salt included, in the product database for the food retail and the hotel, restaurant and catering market in Tradesolution. Tradesolution is an industry-owned company, and the product database is used to share source data between suppliers, wholesalers, food retail chains and other data users.

The first TS data extraction for mean salt content was carried out in 2016. Change in mean salt content for each category over the period 2017–2021 is shown relative to the baseline, the 2016 values. The first TS data extraction for weighted mean salt content took place in 2017. The data has been weighted to see the salt content relative to sales volume. Change in weighted mean salt content for each category over the period 2018–2021 is shown relative to the baseline, the 2017 values. The weighted values in this report are calculated in the same way as in the Salt Partnership reports for the period 2015–2018 (Helsedirektoratet, 2019). The weighted values are calculated based on wholesale volume data in the TS database. For the food products not included in this database, the wholesale data has been supplemented with the sales volume reported by manufacturers and trade.

The main challenge using the Tradesolution data has been described in the previous report (Helsedirektoratet, 2019), and is largely associated with differences in the subdivision of the products groups in the salt lists and the TS database. Of the 100 food categories in the main and sub-category levels in the salt lists, there are 26 categories in the TS data that can be used to monitor the salt level trends in the period 2017–2021.

3.2 Survey on the partners' experiences with the Salt Partnership

Fafo has examined the partners' experiences with the Salt Partnership in the period 2019–2021 via an online survey. The survey included questions about their experiences with the Salt Partnership in the period 2019–2021 and asks for their input moving forward. The questionnaire was sent to all 83 partners in the Salt Partnership. For the 57 partners who had also signed Priority area 1 Reduction of added salt, under the Partnership for a healthier diet, the survey was sent as an integral part of the annual self-report of the Partnership for a healthier diet (see Appendix 4a). Similar questionnaires were also sent to the participants in the Salt Partnership who had not signed the Partnership for a healthier diet (Appendix 4b). These were sent to 26 participants (Appendix 1). Out of a total of 83 questionnaires that were sent, 58 participants, 70%, answered.

3.3 Surveys on consumer awareness and attitudes

"Norske Spisefakta" is a special analysis based on the Ipsos MMI "Norsk Monitor" survey. It includes about 550 diet related questions. It is a nationally representative sample of the population, 15 year or older. A postal interview based on an initial telephone interview is used. The last data collection was October 2019–January 2020 and included 3,710 interviews. Before this, the survey was conducted biannually since 1987. The material has been weighted for gender, age, and location according to official statistics.

Norstat performs annual population surveys on behalf of The Norwegian Directorate of Health. The web panel is a nationally representative survey of the population 18 year and older. The sample size is 2005 and the data is weighted for gender, age and location according to data from Statistics Norway. The survey was carried out from 18.01.2021 to 29.01.2021.

4 Results

4.1 Salt content in foods based on the Tradesolution database

Data extractions from the TS database in 2019, 2020 and 2021 show the number of products, mean and weighted mean salt content, and the number of products within and outside of the salt targets for 40 food categories (Appendix 3). These 40 TS data categories cover the total of 100 food categories which had salt targets for mean salt content in the Salt Partnership for the period 2019–2021 (Salt lists, Appendix 2).

For the 27 TS categories with a single salt target in the salt lists (Bread and cereal products, Meat products, Fish products, Soft, medium-hard and hard cheeses, and Edible fats), mean and weighted mean salt content for 2019 to 2021, are presented in figures relative to the salt targets. In the figures, the salt target is set to 100 percent. For categories with more than one salt target, mean and weighted mean for grams of salt per 100 grams of product from 2019 to 2021, are presented in figures.

A limit of ±5% has been set for describing changes in mean salt content over time. The tables show the proportion of products (%) in the categories with one salt target that are within this target (at or below the absolute value) in 2019 and 2021.

In the following subchapters, the salt content trend results for each main food category are presented and commented on.

Bread and cereal products

The salt lists contain ten main categories in the Bread and cereal products group. There are seven categories with a single salt target, and three categories with multiple salt targets. The categories *Biscuits and Porridge* were transferred from the group *Other foods* in 2019 and 2020, respectively.

As shown in Figure 2, only the category *Frozen baked goods* has a lower mean salt content in 2021 compared with 2019, and 5 categories have a higher mean salt content.

Both the mean and weighted mean salt content is at or below the salt target in 3 out of 7 categories in 2021 (Figure 2 and Figure 3). The mean for *Fresh bread* is 9% below the recommended salt target in 2021, whereas the weighted mean is 3% above. The fact that the weighted mean is lower suggests that fresh bread sold in high volumes has a lower salt content than bread sold in lower sales volumes.

The categories *Fresh bread, Shelf-stable bread products, Baguettes and Crispbread* is above the salt target in 2021. The mean and weighted mean for *Flour and cake mixes* are below the salt target in 2021, but the mean and weighted mean show an increase from 2019 to 2021.

The weighted mean indicate that the salt content is lower in all categories except *Flour and cake mixes* from 2019 to 2021.

Figure 2 Mean salt content as a percentage of the salt targets in the Bread and cereal products group in 2019 and 2021.

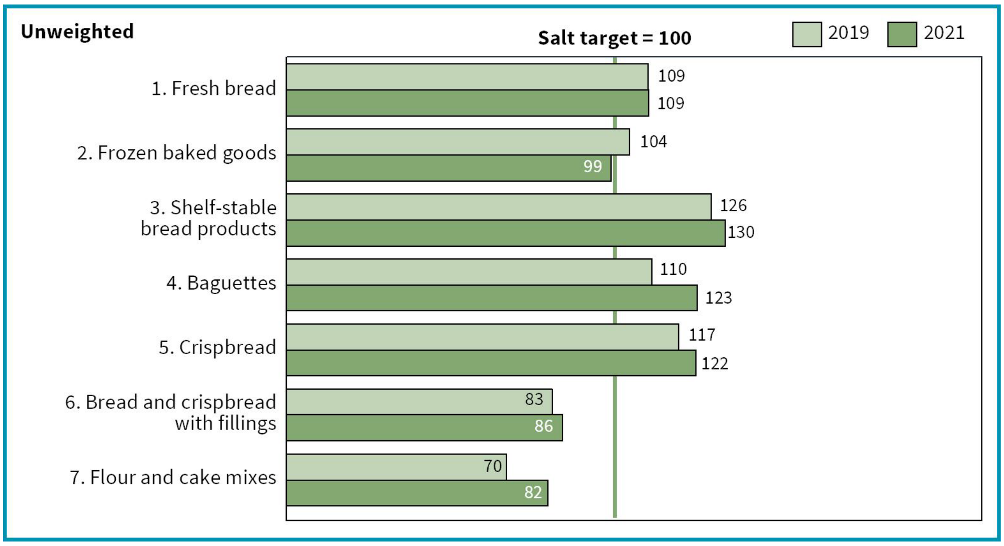


Figure 3 Weighted mean salt content as a percentage of the salt targets in the Bread and cereals products group in 2019 and 2021.

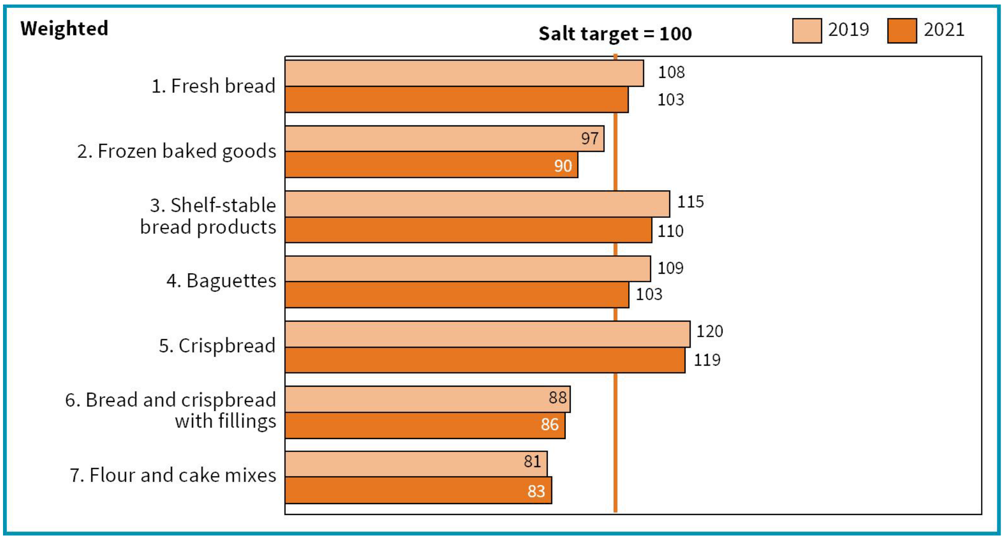


Figure 4 and Figure 5 show the unweighted and weighted mean salt content in the categories *Breakfast cereals, Biscuits* and *Porridge*. The recommended salt targets in these categories vary greatly, making it difficult to determine the extent to which they are within or above the recommended salt target.

Figure 4 Mean salt content (g/100 g) in the categories with more than one salt target in 2019 and 2021.

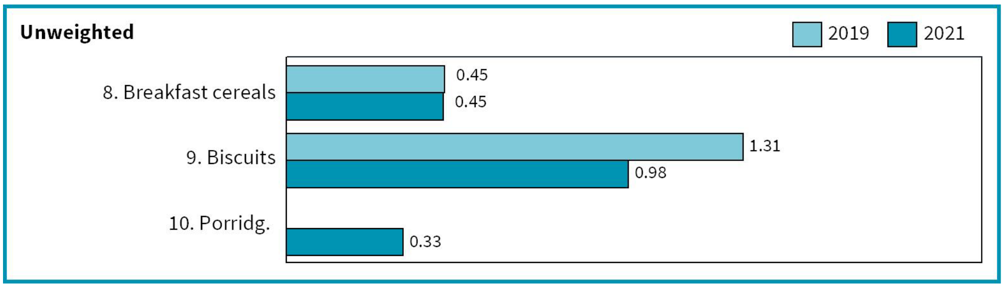


Figure 5 Weighted mean salt content (g/100 g) in the categories with more than one salt target in 2019 and 2021.

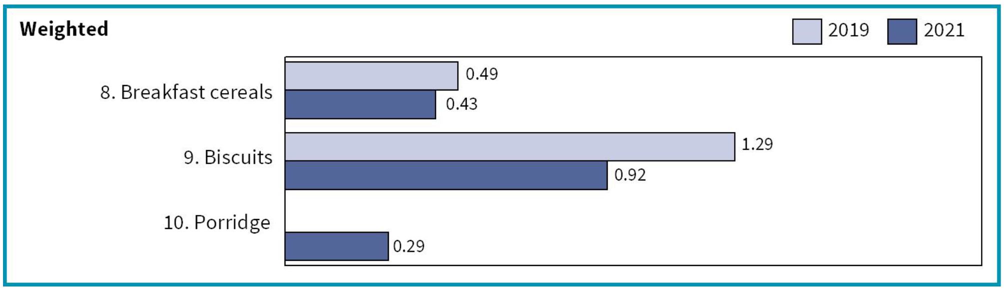


Table 2 is an overview of the proportion of products in each category of bread and cereal products that are within the salt target, at the time of TS extraction in 2018 and 2021. In 3 categories, more than 60% of the products are within the salt target for 2021. *Bread and crispbread with fillings* have the highest proportion of products within the salt target (88%), and *Crispbread* has the lowest proportion (29%).

Table 2 Bread and cereal products. Recommended salt targets and proportion of products within the salt target in 2018 and 2021 in categories with one salt target

Food group	Salt target 2018 g/100 g	Proportion of products within the salt target 2018 (%)	Salt target g/100 g	Proportion of products within the salt target 2021 (%)
1. Fresh bread	0.9	34	0.9	39
2. Frozen baked goods	1.1	63	1.0	60
3. Shelf-stable bread products	1.1	61	1.0	42
4. Baguettes	1.2	46	1.1	45
5. Crispbread	1.1	41	0.9	29
6. Bread and crispbread with filings	1.3	84	1.2	88
7 Flour and cake mixes	0.9	75	0.8	64

Salt content trends in the period 2016–2021

As bread is a staple food in Norway, the product category of bread is also one of the main dietary sources of salt. At the start of the partnership, an ambitious mean salt content target of 0.9 g/100 g was set for this category. This is a lower salt content than the salt criterion for bread stipulated in the Keyhole regulations. The starting point was to focus on salt reduction in the 20 bestselling types of breads in food retail shops.

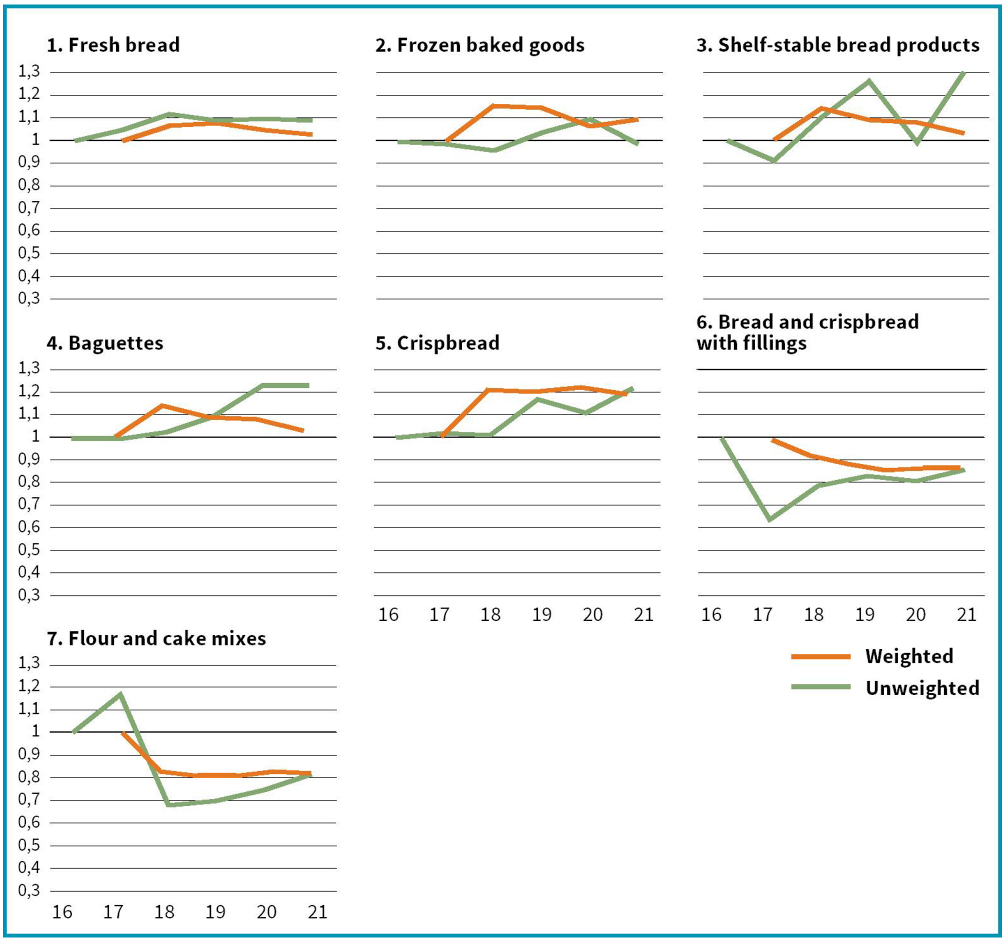
The recommended salt targets were reduced in 2019 compared with the period 2016–2018, for all categories except fresh bread.

For all categories except one, the proportion of products within the salt targets is lower in 2021 than in 2018. This may be due to the salt targets being reduced to a level that is difficult to achieve without extensive changes to the production process and/or the use of salt substitutes. Such changes take a long time to develop, as food safety, flavour and shelf-life must be guaranteed.

Regardless of the salt targets, Figure 6 indicate that 2 out of 7 categories have a lower mean salt content in 2021 than in 2016: Category 6. *Bread and crispbread with fillings/topping* and Category 7: *Flour and cake mixes*. The most significant reduction is in *Flour and cake mixes*.

Although the mean salt content for *Fresh bread* is above the recommended salt target, the somewhat lower weighted mean indicates that the salt content of the best-selling breads in food retail shops have a below mean salt content, see Figure 6.

Figure 6 Trends in unweighted and weighted mean salt content in Bread and cereals products. The unweighted values in the years 2017–2021 are calculated relative to the values in 2016. The weighted values for 2018–2021 are calculated relative to the values in 2017, the first year that weighted values were extracted from the TS database.

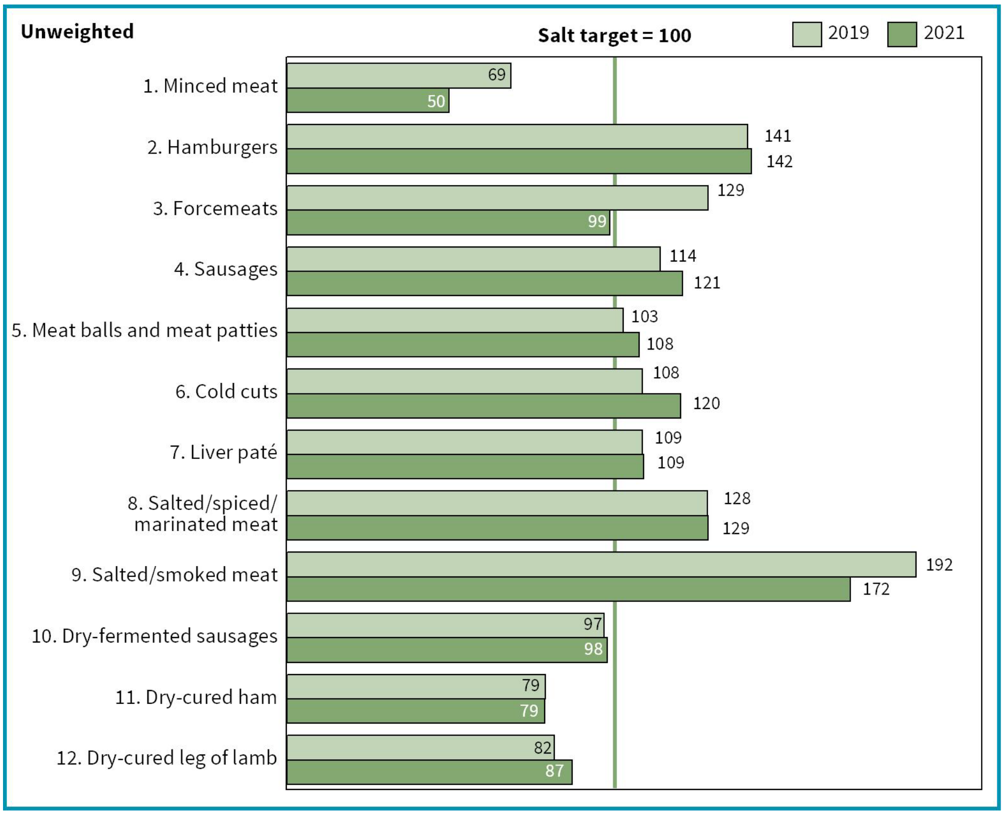


Meat products

The Meat products group is divided into 12 main categories, each with an individual target. Three of the 12 meat categories have an unweighted mean salt content lower in 2021 than in 2019 (*Minced meat/prepared meat*, *Forcemeats* and *Salted/smoked* *meat*), for 5 of the categories there is no change, and 4 categories have a higher mean salt content in 2021 than in 2019 (*Sausages*, *Meatballs and meat patties*, *Cold cuts* and *Dry cured leg of lamb/mutton*). From 2019–2021, the largest declines in mean salt content were seen in *Minced meat/prepared meat* (a 28% decrease) and *Forcemeats* (a 23% decrease).

The mean salt content is at or below the salt targets in 5 out of 12 categories in 2021(*Minced meat/prepared meat*, *Forcemeats*, *Dry fermented sausages*, *Dry cured ham* and *Dry cured leg of lamb/mutton,* as shown in Figure 7). The salt content for *Salted/smoked meat* is significantly above the recommended salt target in 2019 and 2021 but is 10% lower in 2021 than in 2019.

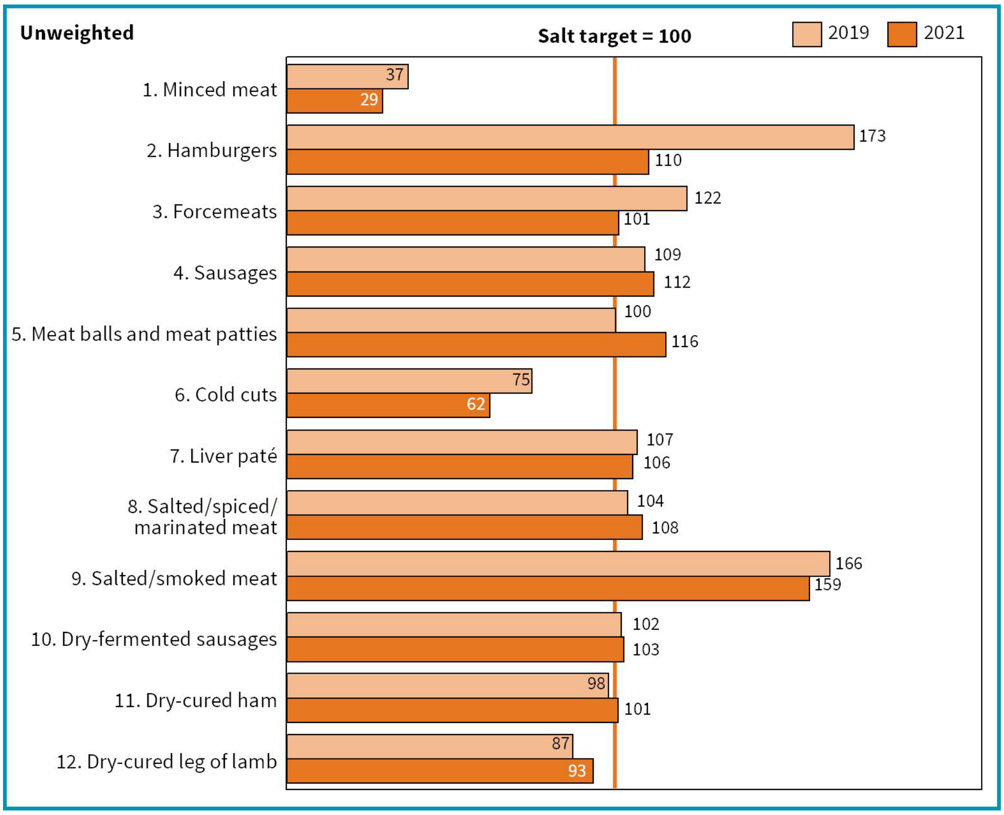
Figure 7 Mean salt content as a percentage of the salt targets in the Meat products group in 2019 and 2021.



The weighted mean salt content is at or below the salt targets for 3 out of 12 categories in 2021 compared with 2019 (*Minced meat/prepared meat*, *Cold cuts* and *Dry cured leg of lamb/mutton*, as shown in Figure 8). Whereas the largest decline in weighted mean salt content is seen in *Hamburgers* (36%), the category is still above the recommended salt target. The weighted mean for *Minced meat/prepared meat* is still considerably below the salt target, which indicates that minced meat/prepared meat with no added salt still account for a large part of the volume.

The mean salt content for the category *Salted/smoked meat* is considerably above the recommended salt target in both 2019 and 2021, but the mean and weighted mean salt content are both lower in 2021 than in 2019.

Figure 8 Weighted mean salt content as a percentage of the salt targets in the Meat products group in 2019 and 2021.



In 5 of the categories, the proportion of products within the salt target is over 60% in 2021 (Table 3). The category with the highest proportion of products within the salt target is *Dry cured leg of lamb/mutton* (87%). The categories *Sausages* (15%) and *Meatballs and meat patties* (22%) have the lowest proportion of products within the salt target.

Table 3 Meat products. Recommended salt targets and proportion of products within the salt target in 2021 and 2018.

Food group	Salt target 2018 g/100 g	Proportion of products within the salt target 2018 (%)	Salt target g/100 g	Proportion of products within the salt target 2021 (%)
1. Minced meat	0.8	55	0.8	72
2. Hamburgers	0.9	17	0.9	31
3. Forcemeats	1.6	14	1.5	60
4. Sausages	1.7	45	1.6	15
5. Meat balls and meat patties	1.7	61	1.6	22
6. Cold cuts	1.9	59	1.8	37
7. Liver pâté	1.6	59	1.5	48
8. Salted/spiced/marinated meat	1.2/1.3	*	1.2	44
9. Salted/smoked meat	2.0/2.2	*	2.1	48
10. Dry-fermented sausages (produced in Norway)	5.0	69	5.0	65
11. Dry-cured ham (produced in Norway)	8.0	82	7.5	63
12. Dry-cured leg of lamb	9.0	100	8.5	87

*There were 2 salt targets in these categories, making it impossible to visually represent the proportion that was below and above the salt targets in 2018

Salt content trends for meat products in the period 2016–2021

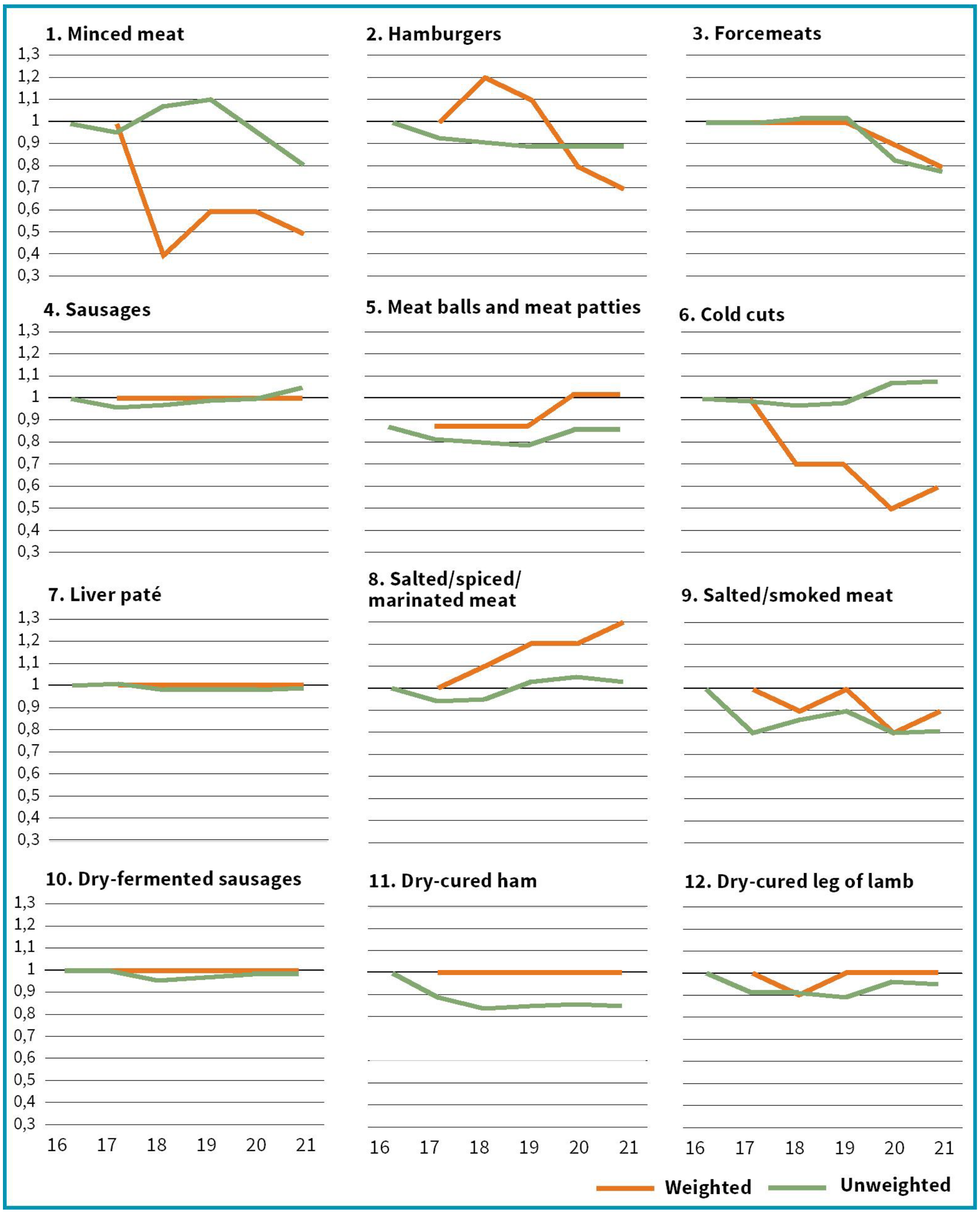
The recommended salt targets were reduced in 2019 compared with the period 2016–2018. Even so, the proportion of products within the salt targets is higher in 2021 than in 2018 (Table 3) for 3 out of 12 categories, *Minced meat/prepared meat*, *Hamburgers* and *Forcemeats*. In 7 categories, the proportion of products within the salt targets is lower in 2021 than in 2018. This may be due to the salt targets being reduced to a level that is difficult to achieve without extensive changes to the production process and/or the use of salt substitutes. Such changes take a long time to develop, as food safety, flavour and shelf-life must be guaranteed.

Regardless of the salt targets, Figure 9 indicates that 6 out of 12 categories have a lower unweighted mean salt content in 2021 than in 2016. *Forcemeats* has the largest decline, a 22% decrease, and *Minced meat/prepared meat*, a 19% decrease.

The weighted mean salt content in 5 out of 12 categories is lower in 2021 than in 2017 (Figure 9), and there is no change from 2017 for 5 out of 12 categories. The greatest reduction in weighted mean salt content is seen in *Minced meat/prepared meat* (-51%).

There is no change in the unweighted mean salt content for *Meatballs and meat patties* and *Salted, spiced and marinated meat* in 2021 compared to 2016, but the weighted mean salt content is 15% and 26% higher, respectively, in 2021 than in 2017 (Figure 9).

Figure 9 Trends in mean salt content in meat products in the period 2016 to 2021. The unweighted values in the years 2017–2021 are calculated relative to the values in 2016. The weighted values for 2018-2021 are calculated relative to the values in 2017.



Fish products

In the salt lists, the Seafood products group is divided into 7 main categories with 11 salt targets. Since the report from 2018 was issued, the *Dried and salted fish* group has been removed, as dried and salt fish is a special product with regard to salt content. A number of incorrect entries were discovered in the category *Spiced and/or marinated fish* in the TS data. This category has therefore not been included in the presentation of the results. The main categories 3, 4, 5 and 6 have more than one salt target and therefore cannot be represented visually as a percentage of the salt targets.

Figure 10 Mean salt content trends in seafood products in g/100 g product for each category in 2019 and 2021

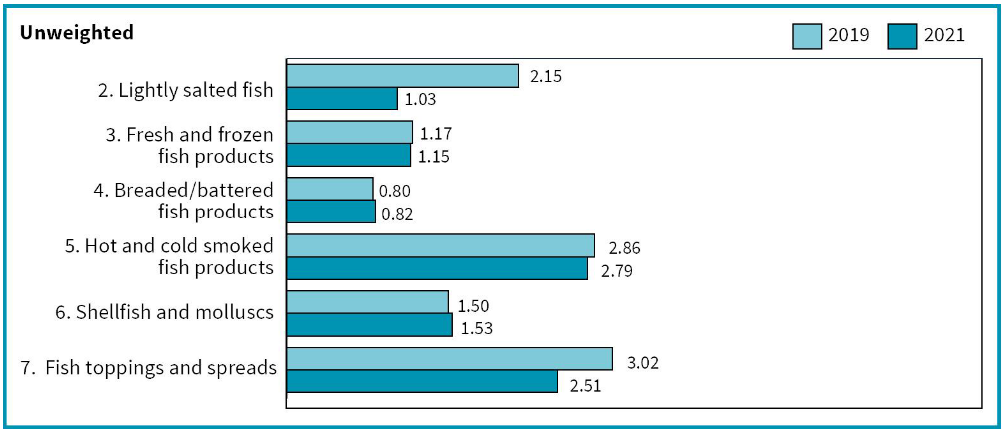


Figure 10 indicates a reduction in salt content in 2 of the main categories, i.e. *Lightly salted fish* and *Fish toppings and spreads*. The reduction in salt content that can be observed in the *Lightly salted fish* group is so significant that it raises questions about the accuracy of the extracted TS figure.

For the 2 categories with one salt target, Figure 11 demonstrates that the mean salt content is decreasing for the category *Lightly salted fish* and remains unchanged for the category *Fresh and frozen fish products*. These are high-volume products in the seafood category and salt reduction in these categories is therefore of considerable importance.

Figure 11 Mean salt content as a percentage of the salt targets in the Seafood products group in 2019 and 2021.

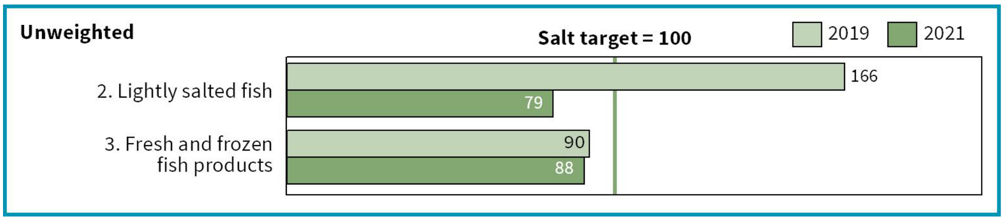
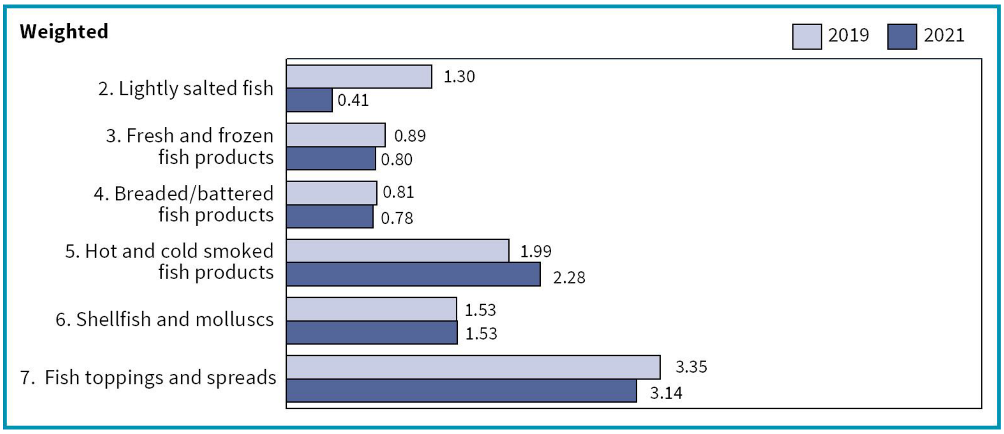


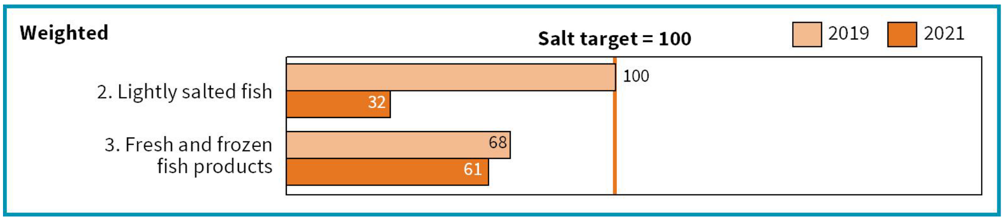
Figure 12 shows the weighted mean trend in g/100 g product for all main categories. The figure shows a reduction or unchanged values in all categories except *Hot and cold smoked fish products*. For this group, salt is an important preservative, and the industry has not successfully found a satisfactory substitute.

Figure 12 Change in weighted mean salt content in seafood products (g/100 g product) for each category from 2019 to 2021.



In the fish categories with one salt target, *Lightly salted fish* and *Fresh and frozen fish products*, there is a downward trend for the weighted mean salt content from 2019 to 2021, as shown in Figure 13. The category *Lightly salted fish* is the category with the most significant reduction relative to 2019.

Figure 13 Weighted mean salt content as a percentage of the salt targets in the Seafood products group in 2019 and 2021.



In the category *Lightly salted fish*, the proportion of products within the salt target is greater in 2021 than in 2018, despite a stricter salt target (Table 4). The proportion of products within the salt target in the category *Fresh and frozen fish products* remains more or less unchanged in 2021 and 2018, however, the salt target is also stricter in 2021 compared with 2018. Due to the data quality, it is difficult to determine what the status of the other main categories is in relation to the stipulated salt targets.

Table 4 Seafood products. Recommended salt targets and proportion of products within the salt target in 2021 and 2018, for the categories with a single salt target.

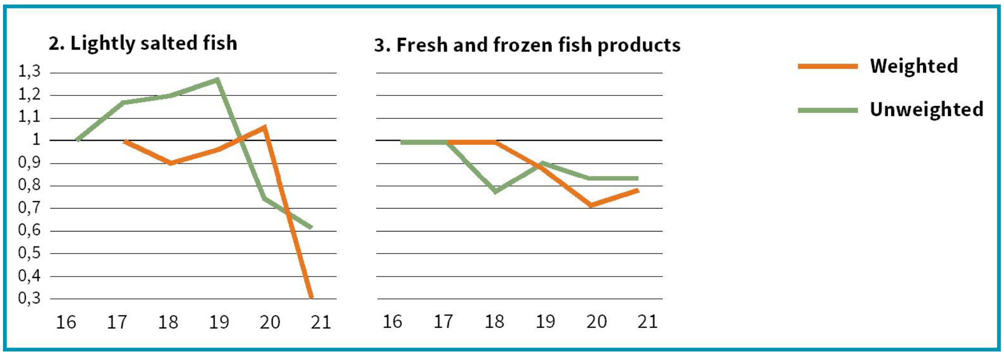
Food group	Salt target 2018 g/100 g	Proportion of products within the salt target 2018 (%)	Salt target g/100 g	Proportion of products within the salt target 2021 (%)
2. Lightly salted fish	1.4	48	1.3	54
3. Fresh and frozen fish products	1.4	75	1.3	73

Salt content trends for fish products in period 2016–2021

The trend in mean salt content for seafood from 2016 to 2021 indicate that the salt content in the category *Lightly salted fish* increased in the years preceding 2019 until the level started a downward trend. The category *Fresh and frozen fish products* has in this period consistently been below the salt target. Both categories have been below the salt target for 2021 since 2019 (Figure 14).

When we assess the trends in the weighted mean salt content in the same categories, we observe a somewhat different trend, where the salt content of high-volume products of *Lightly salted fish* has decreased dramatically in the last year and slightly increased for *Fresh and frozen fish products*. Both categories are below the salt targets.

Figure 14 Mean salt content trends in seafood products in the period 2016–2021. The unweighted values in the years 2017–2021 are calculated relative to the values in 2016. The weighted values for 2018–2021 are calculated relative to the values in 2017.



Dairy and edible fats

In the salt lists the Dairy and edible fats group has been split into two main categories, Cheese and Edible fats. Cheese is subdivided into 8 categories, Edible fats into 2, and Margarine and butter blend products into a further 3 categories. Edible fats has one salt target.

In TS, however, the category includes *Soft, medium-hard and hard cheeses*, *Cheeses except soft, medium, medium-hard and hard cheeses* and *Edible fats*. In TS, *Cheeses except soft, medium, medium-hard and hard cheeses* includes the following sub-categories in the salt list: Soft unripened cheese, Cottage cheese, Mould ripened cheese, Processed cheeses/processed cheese spreads, Sour milk cheese and Salad cheeses. The salt targets for these categories range from 0.4g to 2.4g salt per 100g product. Consequently, the TS data cannot be employed to assess the extent to which the salt targets in the salt list have been achieved for each of these types of cheese. There is a single salt target for *Soft, medium-hard and hard cheeses*.

Figure 15 shows the mean salt content in the categories from 2019–2021. There is no change in mean salt content for *Cheeses except soft, medium, medium-hard and hard cheeses* and *Soft, medium-hard and hard cheeses* in this period. There has been a reduction for *Edible fats*. The mean salt content for the categories *Edible fats* and *Soft, medium-hard and hard cheeses* is above the recommended salt target.

Figure 16 shows the weighted mean salt content in the categories for 2019–2021. The weighted mean salt content for Cheeses except soft, medium, medium-hard and hard cheeses and Edible fats has decreased in this period.

Figure 15 Mean salt content (g/100 g) in the Dairy and edible fats group in 2019 and 2021.

Figure 16 Weighted mean salt content (g/100 g) in the Dairy and edible fats group in 2019 and 2021.

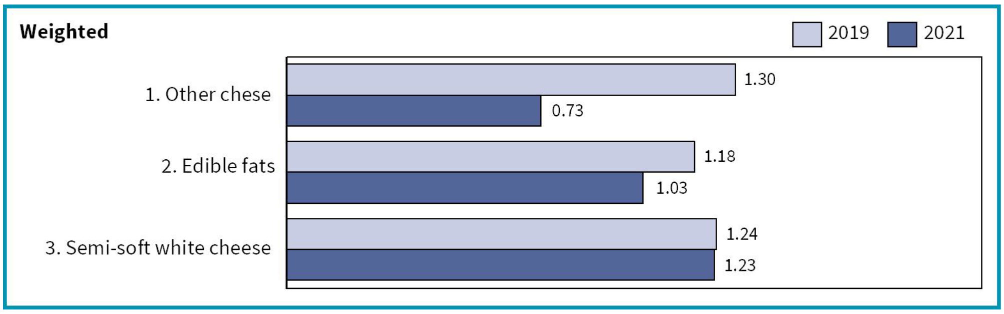


Figure 17 and Figure 18 show mean salt content and weighted salt content, respectively, as a percentage of the salt targets. Both the mean and the weighted mean for Edible fats and Soft, medium-hard and hard cheeses are above the recommended salt targets, however, the weighted mean is slightly below.

There is a reduction in both the mean and the weighted mean salt content for Edible fats from 2019 to 2021. There is a positive trend in the results for this category. There has been no change for the category Soft, medium-hard and hard cheeses in this period.

Figure 17 Mean salt content as a percentage of the salt targets for Soft, medium-hard and hard cheeses and Edible fats in 2019 and 2021.

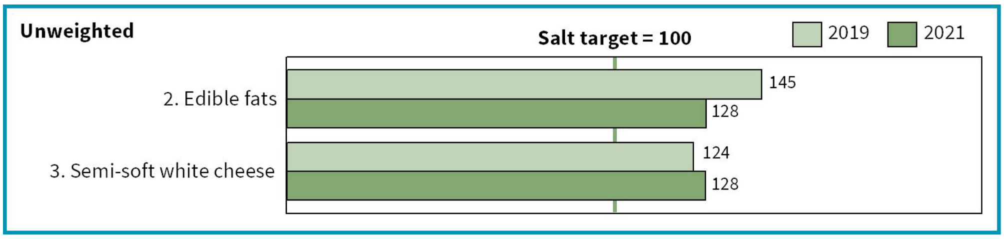


Figure 18 Weighted mean salt content as a percentage of the salt targets for Soft, medium-hard and hard cheeses and Edible fats in 2019 and 2021.

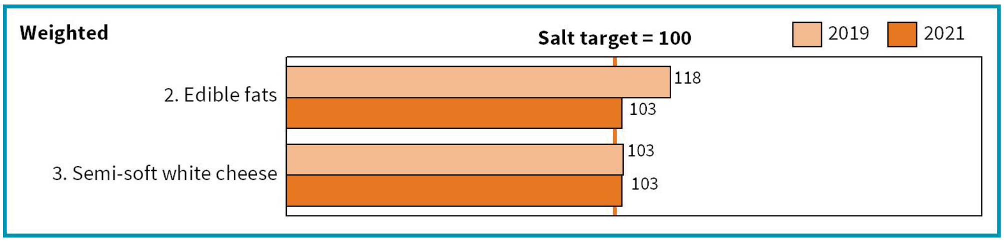


Table 5 shows the proportion of products for each category that is below or at the salt target according to the TS data extraction in 2021. 59 percent of the products in Edible fats are within the salt targets, whereas the corresponding figure for Soft, medium-hard and hard cheeses is 41 percent. The proportion of products within the salt targets is higher in 2021 than in 2018 for both Edible fats and Soft, medium-hard and hard cheeses.

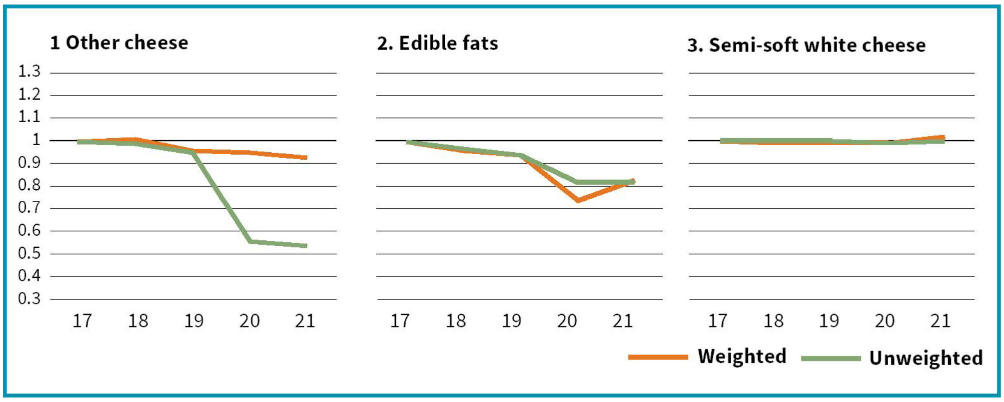
Table 5 Dairy and edible fats. Number of products, and proportion of products within the recommended salt targets in 2018 and 2021 in categories with a single salt target.

Food group	Salt target 2018 g/100 g	Proportion of products within the salt target 2018 (%)	Salt target g/100 g	Proportion of products within the salt target 2021 (%)
1. Other cheese	0.4-2.5		0.4-2.4	
2. Edible fats	1.00	11	1.00	59
3. Semi-soft white cheese	1.20	32	1.20	41

Salt content trends for Dairy and edible fats 2017-2021

Figure 19 shows the unweighted and weighted mean salt content trends from 2017 to 2021. The period is set from 2017, as this was the first year that Soft, medium-hard and hard cheeses was a separate category. Regardless of the salt targets, the trend is positive for *Cheeses except soft, medium, medium-hard and hard cheeses* and *Edible fats*, both in terms of unweighted and weighted estimates. There was a significant reduction in the weighted estimates for *Edible fats* from 2019 to 2020, with increase in the final year. After a period of stability, there is a slight increase in the weighted mean in the final year for *Soft, medium-hard and hard cheeses*.

Figure 19 Mean salt content trend for Dairy and edible fats in the period 2017 to 2021. Both the weighted and unweighted values over the period 2018–2021 are calculated relative to the values in 2017



Other foods

The trends in mean and weighted mean salt content in Other foods over the period 2019–2021

In the salt lists, the Other foods group is split into 11 main categories with a total of 40 salt targets. There is a wide range in salt targets. The TS data can consequently only provide an indication of the change in mean and weighted mean salt content in the main categories from 2019 to 2021.

Some changes have been made to the categories in Other foods in the last few years. *Pizza* was created as a separate category in 2017 and *Ketchup*, *Sauces* and *Salted nuts* were split into separate categories in 2020. The reason for this was to be able to monitor more closely the change in the relevant categories over time. *Refined wheat-based baked goods* and *Porridge* was moved to *Bread and cereal products* in 2019 and 2020, respectively, and are therefore included in the report for *Bread and cereal products* for 2021.

As shown in Figure 20, the mean salt content is the same or lower in 2021 compared with 2019 for 6 of the categories, and the weighted mean is the same or lower in 4 of the categories (Figure 21). There is no change in both the mean and the weighted mean salt content for *Pizza*.

The recommended salt targets in this group vary greatly, making it difficult to determine the extent to which they are within or above the recommended salt target.

Figure 20 Mean salt content (g/100 g) in the Other foods group in 2019 and 2021

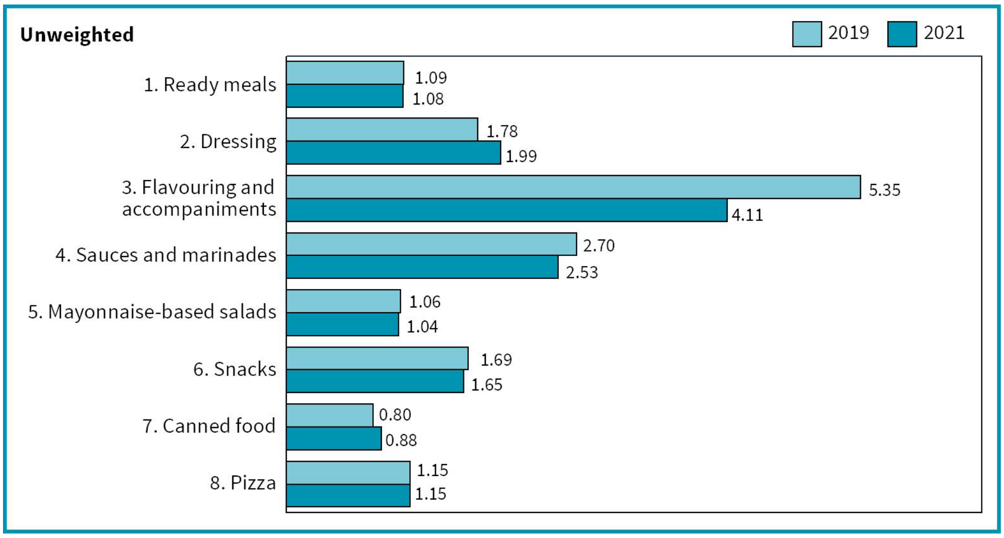
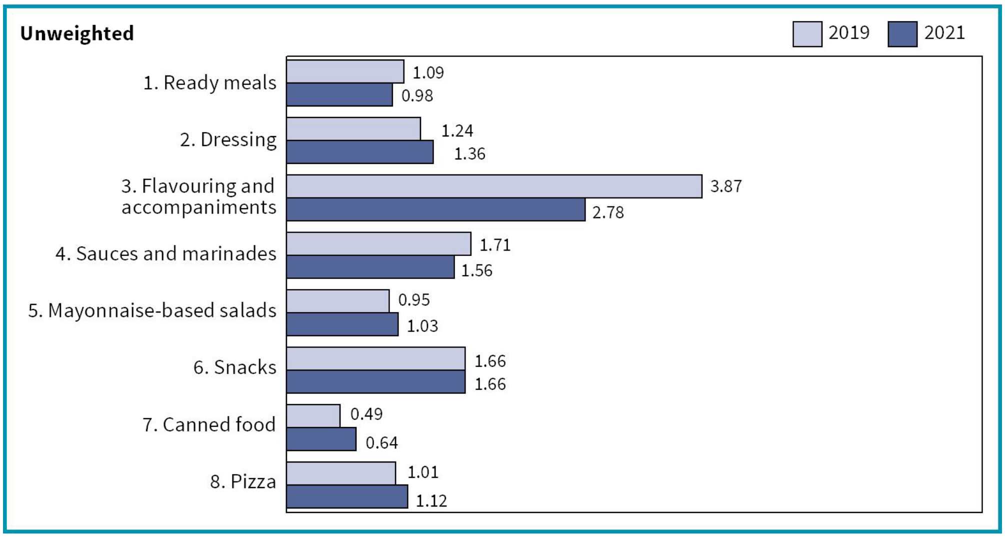


Figure 21 Weighted mean salt content (g/100 g) in the Other foods group in 2019 and 2021



Ketchup, *Sauces* and *Salted nuts* have a single salt target in their respective categories which makes it possible to calculate the salt content relative to the salt target. Figure

22 and Figure 23 show mean and weighted mean salt content, respectively, as a percentage of the salt targets in 2020 and 2021. There has been a reduction in the mean salt content for *Ketchup* in this period. There has been no change in the salt content for *Sauces* and *Salted nuts*.

Figure 22 Mean salt content as a percentage of the salt targets for the categories Ketchup, Sauces and Salted nuts in 2020 and 2021.

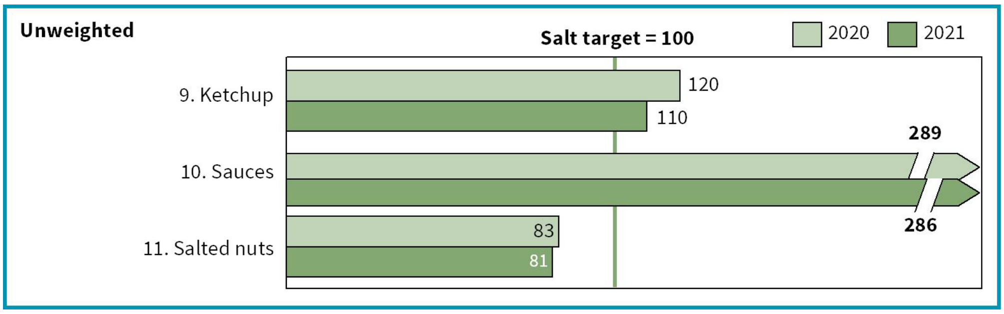


Figure 23 Weighted mean salt content as a percentage of the salt targets for the categories Ketchup, Sauces and Salted nuts in 2020 and 2021.

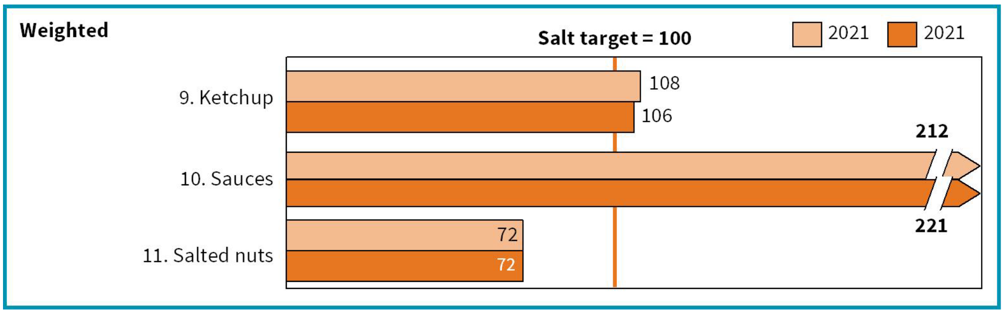


Table 6 Other foods. Recommended salt targets and proportion of products within salt targets in 2021.

Food group	Salt target 2019-2021 g/100 g	Proportion of products within salt target in 2021 (%)
9. Ketchup	1.6	22
10. Sauces (powder, ready-to-eat, pasta sauces etc.)	0.9	42
11. Salted nuts	1	74

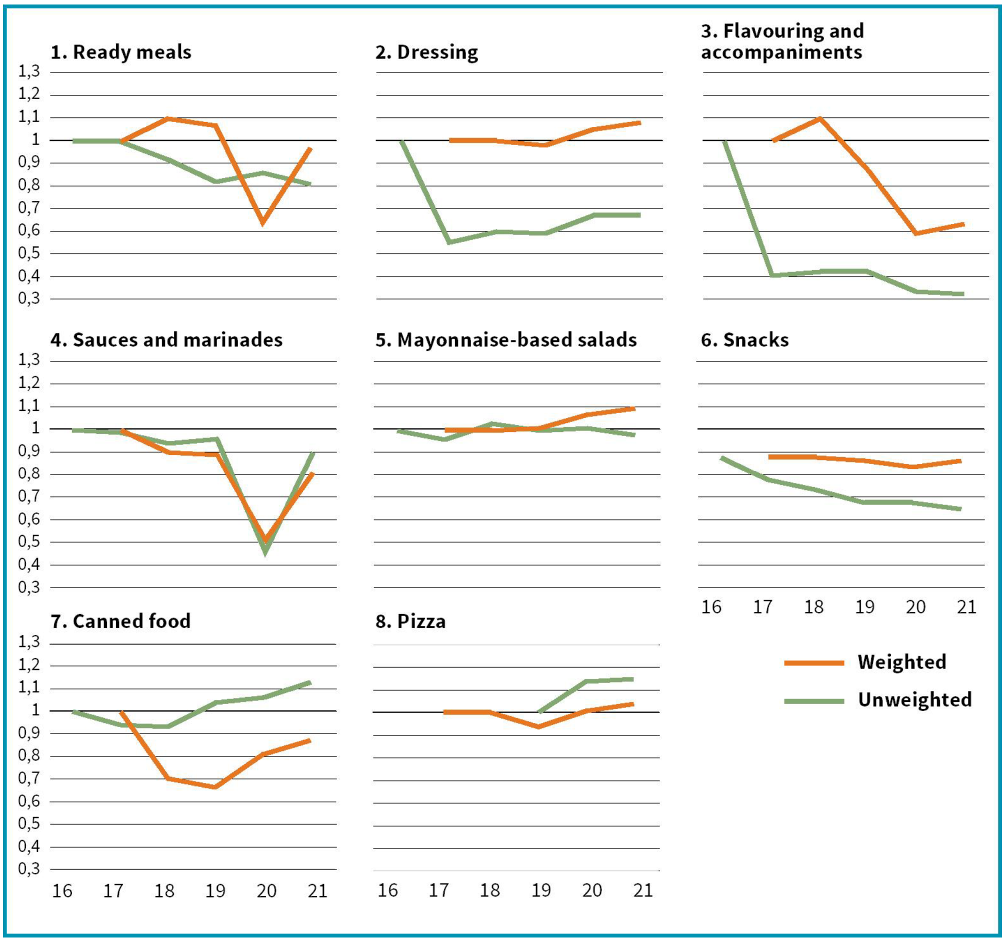
Table 6 shows the proportion of products within the salt target in the categories *Ketchup*, *Sauces* and *Salted nuts* in 2021. There is no data for 2018, as these 3 categories were not split into separate categories until 2020. In the categories *Ketchup* and *Sauces*, less than half of the products are at or below the salt target, whereas most of the products in the category *Salted nuts* are within the target.

Salt content trends for Other foods in the period 2016–2021

Ketchup, *Sauces* and *Salted nuts* (groups 9, 10 and 11) were not discussed in the long-term trends in the first survey in 2020, and the changes have been discussed above.

The mean salt content in *Other foods* is reduced in 5 out of 8 categories in 2021, compared with the first survey in 2016. This applies to *Ready meals, Dressing, Flavouring and accompaniments, Sauces and marinades* and *Snacks* (Figure 24). The weighted mean salt content is reduced in 3 out 8 categories in 2021, compared with the first survey in 2017. This applies to *Flavouring and accompaniments, Sauces and marinades* and *Tinned/canned food*. This indicates that the salt content is reduced in several categories, but that there is a huge potential for further reductions in salt content, especially in the high-volume products. As the weighted mean salt content has been reduced in fewer product categories than mean salt content, promoting the sale of products with less salt with other and more initiatives, through for example marketing and communication, should be explored.

Figure 24 Mean salt content trends in Other foods from 2016 to 2021. The unweighted values in 2017–2021 are calculated relative to the values in 2016. The weighted values for 2018–2021 are calculated relative to the values in 2017.



4.2 Sharing knowledge and expertise

The primary aim of the communication on salt has been to increase awareness in the population about the sources of salt, the consequences of a high salt intake on health, and what measures people can take to reduce their own salt intake when shopping, eating at home or eating out. A further aim was to help the population take advantage of their consumer power and drive up the demand for low-salt products, contributing to product development.

The work is a long-term commitment, as changing people's attitudes and behaviour takes time. The Directorate of Health has run annual campaigns since 2014:

2014: *Cut the salt, not the flavour ("Kutt ned på saltet ikke smaken").* The Directorate of Health ran a campaign focusing on small steps that can cut the salt intake.
2015: *Look for the salt ("Se etter saltet").* The Directorate of Health ran a joint campaign on salt in partnership with the Nordic health authorities. Additionally, material from 2014 was used in a multimedia campaign. Launched by the Salt Partnership.
2016: *We used to put ourselves at great risk without knowing it. We still do. ("Før i tiden utsatte vi oss for stor fare uten å forstå det. Det gjør vi fortsatt.")* The Directorate of Health underscored the harmful consequences of a high salt intake on health and launched a new campaign concept.
2017: The campaign, previously launched in 2016, was repeated as a mass media campaign. The message was: *We used to put ourselves at great risk without knowing it. We still do*. Highlighted the health risks associated with a high salt intake.
2018: *5 ways to 5 grams*. The Directorate of Health ran their campaign under World Action on Salt. (WASH) - focusing on how much is too much?
2019: *Look for the salt. ("Se etter saltet")*. A new joint Nordic communication concept was launched. The campaign was launched under World Action on Salt. (WASH). Theme: it's time for action. The campaign ran in social media, for example the Facebook posts: Spør en ekspert (Ask an expert).
2020: The Directorate of Health ran no campaigns on lifestyle choices, as all communication dealt with the COVID-19 situation.
2021: The *Only You ("Bare Du")* concept. Communication to promote consumer awareness of their own salt intake. Production of short «salt films» for social media to guide consumers to the salt test on www.helsenorge.no/lev/salt-test/#/

The objective of the Directorate of Health campaigns has been focused on 3 main areas: 1) The amount of salt – how much is a lot; 2) Sources of salt; and 3) The consequences of a high salt intake on health.

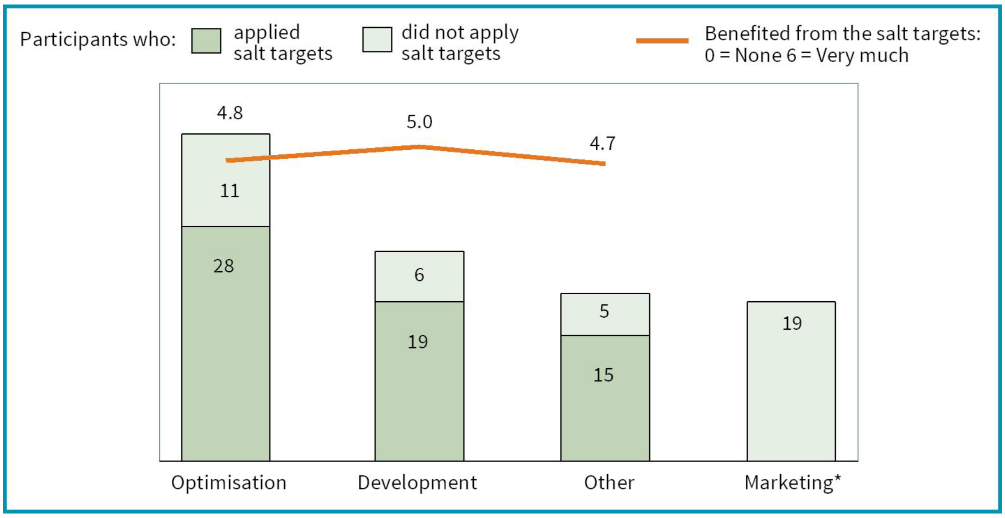
4.3 The participants' experiences with the partnership

The participants' experiences with the Salt Partnership were examined in a survey conducted in March 2022. Among the 58 respondents, 15 represented industry associations, research and development institutions or other organisations, while the remainder represented manufacturers, wholesalers, trade organisations and the hotel, restaurant and catering industry.

The majority reported social responsibility to promote public health as their main motivation to join the Salt Partnership.

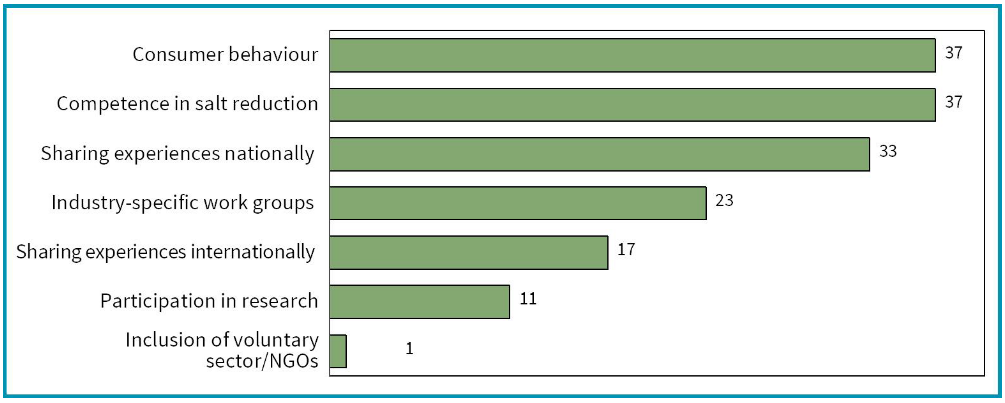
Out of the 58 participants who chose to respond, 47 had implemented at least one initiative associated with salt reduction in the period from 2019 to 2021. As shown in Figure 25, optimisation of existing dishes and products, and the development of new products were the 2 most significant initiatives. The salt targets described in the Salt lists were applied in about 3 out of 4 initiatives. The participants reported that the Salt targets were useful in the implementation of the initiatives.

Figure 25 Number of initiatives implemented in connection with the Salt Partnership between 2019 and 2021. Number of participants who did/did not apply salt targets in connection with the initiative, and the extent to which they benefited from the salt targets. The use of salt targets in connection with marketing was not asked (n = 58)



The participants were also asked about what they wanted to be the focus of future action on salt reduction. The 3 areas that were highlighted as the most significant was action on changing consumer behaviour, building competence in salt reduction, and sharing experiences across the industry (Figure 26). This is consistent with the participants' feedback to an open-ended question about the most challenging issues in the Salt Partnership until now, which has been changing consumer habits, as well as changing products / making new products, while preserving shelf-life, consistency, colour and flavour. Several mention the need for more knowledge about salt substitutes.

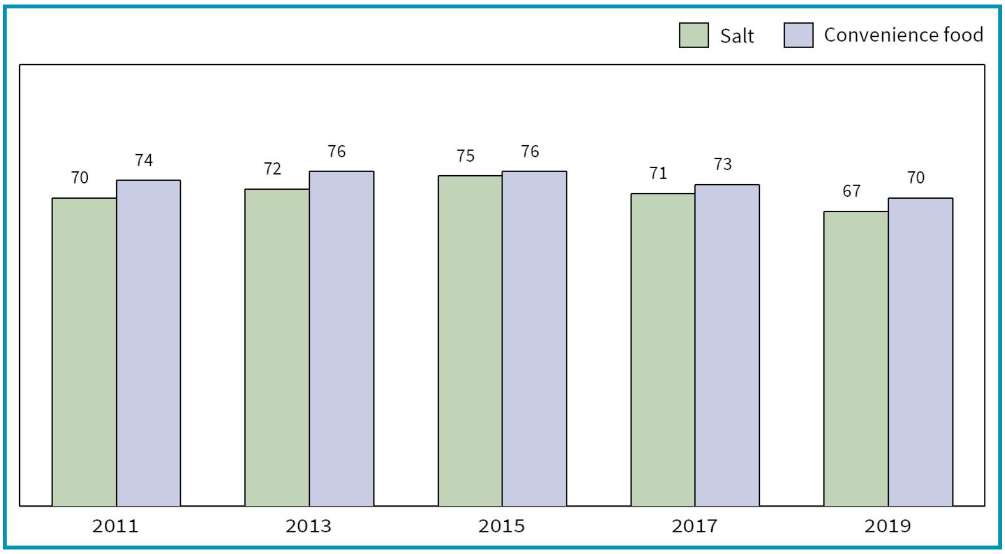
Figure 26 What the parties want from future action on salt (n = 58)



4.4 Consumer awareness and attitudes

The biennial data from Ipsos'"Norske Spisefakta" survey indicate that approximately 2 out of 3 Norwegians say that they do not want to eat too much salt (Figure 27). This number has remained stable over the period 2011 to 2019. This is more or less the same proportion of people who say they do not want to eat/drink too much convenience food/beverages.

Figure 27 "Which of the following would you not want to eat/drink too much of?" Data from "Norske Spisefakta" from 2019/20



Data from Norstat indicate that approximately 90% of the population to some or a large extent want to buy healthy options when shopping for food (Figure 28). From 2011 to 2019, the combined figures for these 2 categories vary between 88 and 94% – in the last survey in 2019, 36% responded that they try to buy healthy options to a large extent, and 56% responded that they try to some extent.

Women respond more frequently than men that they want to buy healthy food products, people with higher education try to make healthier choices than those with less education, whereas there are few differences between age groups (Figure 29).

Figure 28 “To what extent do you try to buy healthy options when you shop for food?” Based on data from Norstat 2021

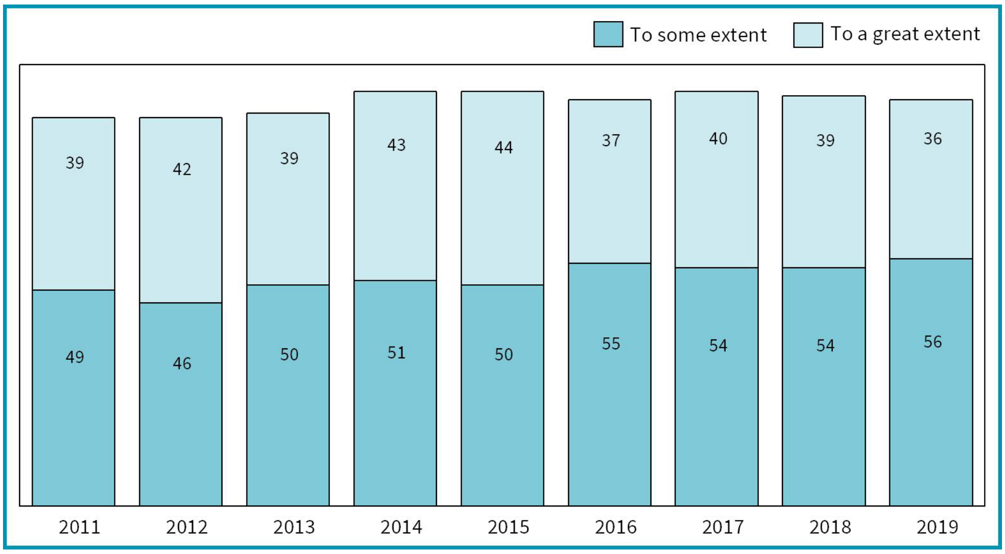
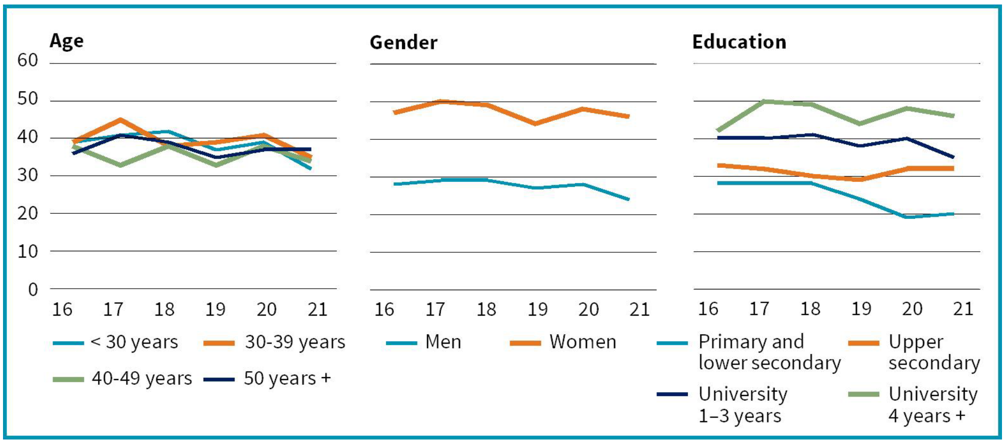


Figure 29 Shopping for healthy food products by age, gender and education. Based on data from Norstat 2021



The Norstat survey also show that taste and price are two of the most important factors for people when shopping for food (see Figure 30). Health reasons come third, followed by speed and convenience of the food preparation. The data from the period 2016–2021 indicate the same importance ranking for each of the 5 years the data covers.

With regard to the nutrients in the food, approximately 50% care about the sugar content (Figure 31). A little over 40% of people care about the fibre and/or wholegrain content, while approximately 30% placed importance on the fat content. In 2021, 20% placed importance on the salt content, a somewhat downward trend from 2017, when 28% responded that they placed importance on the salt content when shopping for food.

Figure 30 What is most important for you when shopping for food (external factors)? Based on data from Norstat 2021

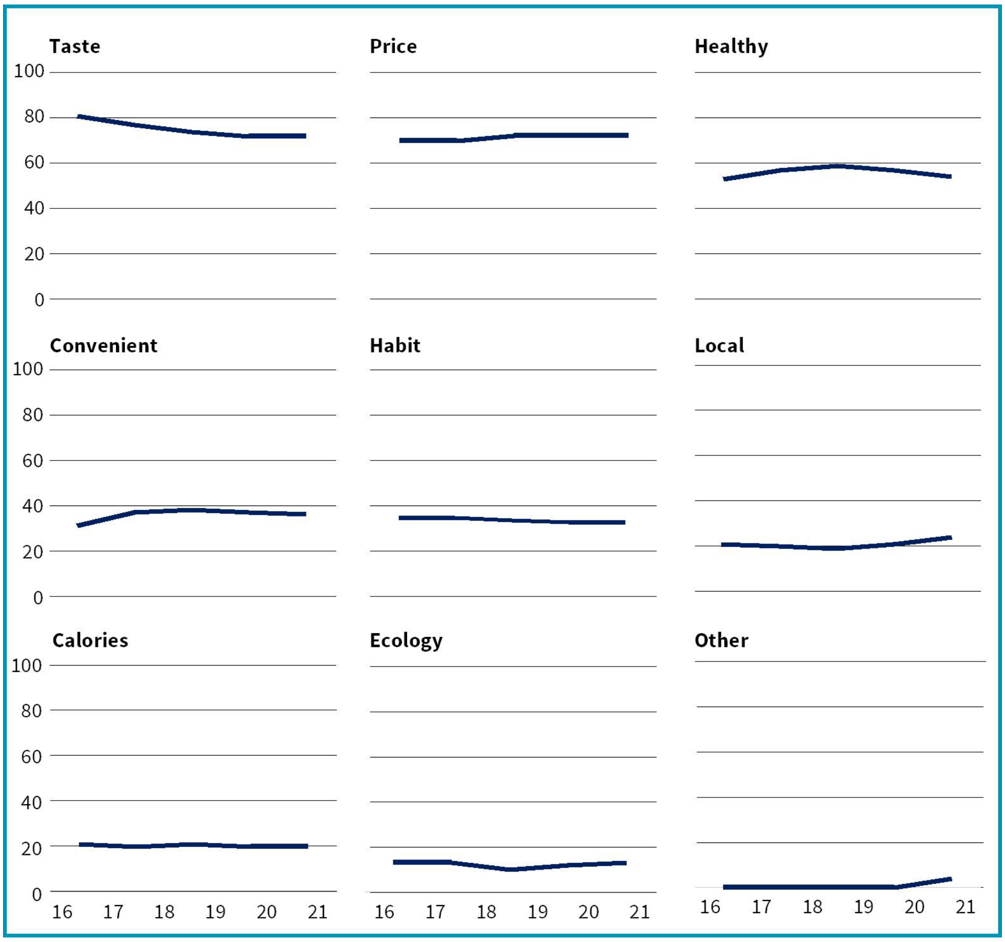
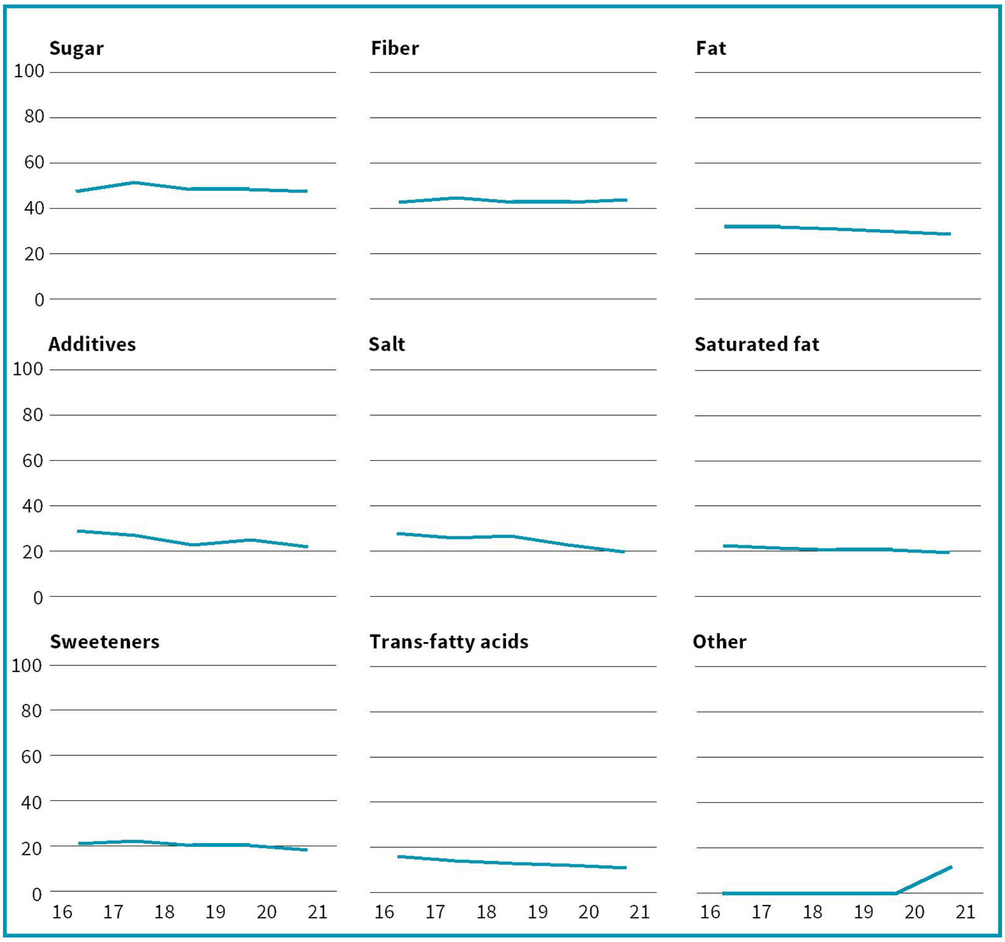


Figure 31 What is most important for you when shopping for food (content)? Based on data from Norstat 2021



5 Summary and conclusions

The primary objective of the Salt Partnership has been reducing the population's salt intake. Through the partnership between the food industry and the health authorities, the wish has been to achieve a reduction of salt in existing food products, low salt content in new products, and increased awareness around salt reduction at every stage, from food manufacturers to consumers.

The Salt Partnership 2015–2018 prepared recommended targets for salt content in 100 food categories in the so-called *Salt lists*. These targets have been adjusted for some of the categories in the period 2019–2021 (Appendix 2). The lists have proved very useful and are in frequent use by the parties in the Salt Partnership.

The salt content in foods has been monitored by tracking the declared values for salt using the Tradesolution database. The database includes all food products on the Norwegian market, regardless of whether the manufacturer and/or the supplier is a member in the Salt Partnership or not. The Tradesolution data indicates that the food industry has worked systematically to reduce the salt content in many food groups. The summary of the results of the Salt Partnership for 2015–2018 demonstrated that approximately 40% of food categories (11 out of 27) that had individual salt targets, had achieved the target. The corresponding figures for 2021 was 54% (14 out of 26 food categories).

Fafo's survey shows that the food industry greatly values the collaboration across the industry and with the authorities. The food industry raises two areas of special importance in future work on salt reduction, consumer behaviour, and to increase expertise in salt reduction, including the use of salt substitutes, in product development. The primary motivation for most of the partners in joining the partnership is that it is the social responsibility of companies to promote good public health.

The internal work carried out by the food industry has been important, and it is also where the results are easiest to measure. The salt intake of the population has not been measured since "Norkost 3" in 2011, and new Norkost data is not expected until 2024 (FHI, 2022). Various methodologies are being used to monitor the overall objective of the Salt Partnership.

The data from Norstat in 2019/20 shows that approximately a third of the respondents place great importance on buying healthy options when shopping for food. Taste and price are the most important external parameters when making food choices. With regard to the nutrients in the food products that people buy, sugar, fat and fibre are the three most important factors – salt is relegated to 4th place.

The Salt Partnership has achieved a lot since the start in 2015. The food industry has systematically worked to achieve a gradual salt reduction in small steps. This is a long-term process, as small, gradual changes is what is required to succeed.

The work on reducing salt in food products have been driven by the parties' motivation to contribute to improved public health.

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Appendices

Appendix 1 Overview of the partners in the Salt Partnership

Affiliated to the Partnership for a healthier diet, Priority area 1:

Number of partners 31.12.21: 83

Affiliated to the Partnership for a healthier diet,
Priority area 1: 57

Not affiliated to the Partnership for a healthier diet: 26

1. AS Pals
2. Bakehuset AS
3. Baker Brun AS
4. Best Stasjon AS
5. BKLF AS
6. Brynhild Gruppen
7. CarePacks
8. Cernova/Nærbakst, Mesterbakeren AS, Norgesmøllene
   Cerenova, Nærbakst, Mesterbakeren and Norgesmøllene have decided to submit a joint report, and here counts as a single participant.
9. Circle K Norge AS
10. Coop
11. COOR Service Management AS
12. Den Stolte Hane AS
13. Domstein Sjømat AS
14. Duga AS
15. Fatland Jæren AS
16. Findus Norge AS
17. Fjordland AS
18. GO2Grill Patricias Gatekjøkken
19. Grilstad
20. H. A. Brun AS
21. Hoff SA
22. Holmens AS
23. Insula AS
24. ISS Facility Services AS
25. JÆDER Ådne Espeland AS
26. Kavli Norge AS: O. Kavli AS & Q-meieriene
    O. Kavli AS & Q-meieriene: have decided to submit a joint report, and is counted as a single participant.
27. Kolonial.no
28. Lantmännen Unibake
29. Lerøy Seafood
30. Matbørsen AS
31. Mills
32. Mondelez Norge AS
33. MAARUD AS
34. Nestlé
35. NHO Mat og Drikke (FoodDrinkNorway)
36. NHO Reiseliv (The Norwegian Hospitality Association)
37. NHO Service og Handel (Norwegian Federation of Service Industries and Retail Trade)
38. Norges frukt- og grønnsaksgrossisters Forbund (Norwegian Fruit and Vegetable Wholesalers' Association)
39. NorgesGruppen

40. NorgesGruppen Servicehandel AS
41. Nortura
42. Orkla
43. Rema
44. Salatmestern AS
45. Scandic Hotels AS
46. Scandza: Synnøve Finden AS/Finsbråten AS/Leiv Vidar AS
    Scandza, Synnøve Finden AS, Finsbråten AS, and Leiv Vidar AS have decided to submit a joint report, and is counted as a single participant.
47. Sjømat Norge
48. Slåtto Marketing AS
49. ST1 Norge AS
50. Tine
51. Toma Facility Services AS
52. Toma Mat AS
53. Umoe Restaurants AS/Dely AS
54. United Bakeries
55. Virke (the Enterprise Federation of Norway)
56. Virke KBS
57. YX Norge AS

Not affiliated to the Partnership for a healthier diet

1. Animalia
2. Brød.Ringstad
3. Compass Group
4. De 3 stuer AS / Now: 4Service Kantiner AS
5. Finn Hunstad AS
6. Forbrukerrådet
7. Furset Kantine AS
8. Godt levert Gruppen AS
9. Haugen Gruppen AS
10. Kost og Ernæringsforbundet
11. Kreftforeningen on behalf of NCD Alliance
12. Nibio
13. Nofima AS
14. Norice seafood (formerly Pro Innova)
15. Oluf Lorentzen AS
16. Opplysningskontoret for brød og korn
17. Oslo MET
18. Norsk Kylling
19. Norsk Sjømatsbedrifters Landsforening
20. Pers Kjøkken
21. Roar Stang Kjøtt AS
22. Saltimport AS
23. Santa Maria Norge AS
24. SINTEF
25. Sodexo AS
26. Strøm Larsen AS
27. Toten kjøtt AS

Appendix 2 Recommended mean salt targets by product category (salt targets)

Bread and cereal products

Main category	Sub-category	Salt targets g salt/100 g product
1. Fresh bread		0.9
2. Frozen baked goods		1.0
3. Shelf-stable bread products		1.0
4. Baguettes		1.1
5. Crispbread		0.9
6. Bread and crispbread with fillings Includes crispbread with salt topping		1.2
7. Flour and cake mixes	7.1 Flour mix	0.8
	7.2 Cake mix	0.8
8. Breakfast cereals	8.1 Muesli	0.3
	8.2 Other breakfast cereals	
	8.2.1 Natural and flavoured with berries/honey/yoghurt etc.	0.8*
	8.2.2 Flavoured with cocoa/chocolate	0.7
	8.3 Dry porridge mix	0.6
	8.4 Cereal bars	0.3

* The salt target of 0,8 g per 100 g product is based on the exclusion of the largest product by volume in this category. The justification for this is that this product compensates a very low salt content with a very high sugar content, resulting in an incorrect picture for the sub-category Other breakfast cereals when the mean for the category is calculated.

Meat products

Main category	Sub-category	Salt targets g salt/100 g product
1. Minced meat/prepared meat		0.8
2. Hamburgers		0.9*
3. Forcemeats		1.5
4. Sausages		1.6
5. Meatballs and meat patties		1.6
6. Cold cuts		1.8
7. Liver pâté		1.5
8. Salted, spiced and marinated meat	8.1 Brine injected products	1.2**
	8.2 Spiced/marinated	1.2**
9. Salted and smoked meat	9.1 Bacon, cured pork	2.1***
	9.2 Other products (e.g. summer ham)	2.1***
10. Dry fermented sausages (produced in Norway)		5.0
11. Dry cured ham (produced in Norway)		7.5
12. Dry cured leg of lamb/mutton		8.5

* The salt content is monitored in the raw mixture/product
**16.1 and 16.2 has been merged to a shared target to be consistent with the categories in Tradesolution
***17.1 and 17.2 has been merged to a shared target to be consistent with the categories in Tradesolution

Fish products

Main category*	Sub-category	Salt targets g salt /100 g product
1. Spiced and/or marinated fish		0.7
2. Lightly salted fish		1.3
3. Fresh and frozen fish products *Quenelles,* fish pudding, fish cakes, fish burgers and salmon pâté.		1.3
4. Breaded fish products	4.1 Regular breading/batter	0.7
	4.2 Tempura style batter (due to use of sodium bicarbonate/baking powder)	1.0
5. Hot and cold smoked fish products from red and white fish	5.1 Cold smoked fish products	3.0
This group includes smoked salmon, gravlax, hot smoked mackerel, cold smoked mackerel, peppered mackerel, hot smoked sliced fish fillets, cold smoked sliced fish fillets etc.	5.2 Hot smoked fish products	2.0
6. Shellfish and molluscs	6.1 Prawn/shrimp in brine	2.3
	6.2 Other products in brine	1.6
7. Fish toppings and spreads	**7.1 Sliced cold cuts of fish**	Removed**
	7.2 Semi-preserved fish toppings (sandwich filling)	
	7.2.1 This group includes pickled herring and spiced herring.	3.0
	7.2.2 Anchovies, fermented herring in brine (apetittsild)	7.3
	7.3 Tinned/canned fish and fish products. This group includes fully preserved products such as tinned mackerel in tomato sauce, tinned/canned sardines, tuna in jelly or water, tinned/canned mussels, fish roe products etc	1.0
	7.4 Preserved fish roe products and cod roe paste	
	7.4.1 Boiled fish roe	1.3
	7.4.2 Sugared/salted roe products - cod roe paste	5.2
8. Dried and salted fish/salted fish		Removed***

* Fishery products, i.e. salt water and freshwater animals and mussels that have no added salt, are not included in the salt reduction targets. Processed products that are gutted, have had the heads removed, are cut into slices, filleted and minced are also not included.
** 27.1 has been removed as there are no longer any products in this group on the market.
***28 has been removed as this applied to ready-to-eat products that are impossible to monitor.

Dairy and edible fats

Main category	Sub-category	Salt targets g salt/100 g product
1. Cheese	1.1 Soft and hard cheese, mozzarella	1.2
	1.2 Soft, unripened cheese	
	1.2.1 Natural	0.8
	1.2.2 Added flavour	0.9
	1.3 Cottage cheese	0.4
	1.4 Mould ripened cheese	
	1.4.1 White	1.4
	1.4.2 Blue	2.4
	2.5 Processed cheeses/processed cheese spreads	1.9
	2.6 Pultost (sour milk cheese)	2.0
	2.7 Salad cheeses (feta etc.)	2.4
	2.8 Analogue products. For example "pizza toppings" such as grated cheese with added melting products and potato starch (not only as an anti-caking agent) and "toasting cheese", such as sliced processed cheese.	1.2
2. Edible fats	2.1 Butter	1.0
	2.2 Margarines and butter blend products	
	2.2.1 Table margarines, full fat	1.0
	2.2.2 Table margarines, low fat	1.0
	2.2.3 Margarines for baking/frying	1.0

Other foods

Main category	Sub-category	Salt targets g salt/100 g product
1. Ready meals	**1.1 Ready meals – Deep frozen**	
	1.1.1 Pizza with salty toppings	1.2
	1.1.2 Pizza without salt toppings	0.9
	1.1.3 Wraps/rolls	1.1
	1.1.4 Ready-to-eat soups	0.8
	1.1.5 Dinner and lunch meals One-pan meals, tray/oven meals, casserole meals.	0.8
	1.1.6 Semi-prepared meals. Ready-made dishes that are not intended as complete meals, but as part of a dinner/lunch, (e.g. pizza base, meat/fish in sauce, vegetarian side dishes, meat substitutes, couscous, pilaf, falafel etc.).	1.2
	1.1.7 Side dishes	
	1.1.7.1 Flavoured potato products (mashed potatoes, roast potatoes, various vegetables etc.)	0.6
	1.1.7.2 Vegetables for stir frying	0.4
	1.2 Ready meals - Refrigerated	
	1.2.1 Ready-to-eat soups, chicken, fish, meat and vegetarian meals	0.8
	1.2.2 Wraps/sandwiches	0.9
	1.2.3 Dinner and lunch meals. Quick/portion meals, pasta meals	0.8
	1.2.4 Semi-prepared meals/dinner components. Ready-made dishes that are not intended as complete meals, but as part of a dinner/lunch, (e.g. pizza base, meat/fish in sauce, vegetarian side dishes, meat substitutes, couscous, pilaf, falafel etc.).	1.2
	1.2.5 Side dishes. Mash/stew, one-pan vegetables	0.8
	1.2.6 Porridge, pre-prepared (ready-to-eat, without accompaniments)	0.3
	1.3 Ready meals - dried goods	
	1.3.1 Dinner and lunch meals Pasta meals, oven dishes, light meals, casseroles, meal kits (ready-to-eat)	0.8
	1.3.2 Side dishes Mash/stew etc.	0.5
2. Dressing	**2.1 Mayonnaise**	
	2.1.1 Full fat mayonnaise	0.6
	2.1.2 Low fat mayonnaise	0.9
	2.2 Mayonnaise-based dressings, crème fraîche and oil and vinegar dressings. Vinaigrettes, remoulade etc.	1.6
	2.3 Ketchup	1.6
	2.4 Mustard	1.1
	2.5 Dips (wet)	1.0

Other foods, cont.

Main category	Sub-category	Salt targets g salt/100 g product
3. Flavouring and accompaniments	3.1 Broth and bouillon. Includes all forms, i.e. powder, block/cube, jelly, and liquid/fond.	0.8
	3.2 Spice mixes	
	3.2.1 Mexican spice mix (Taco mix etc.)	14
	3.2.2 Other spice mixes	15
	3.3 Dressing base - dried goods. This group includes dressing mix and dip (ready-to-eat).	1.0
4. Sauces and marinades	**4.1 Sauces**	
	4.1.1 Sauces – accompaniments	0.9*
	4.1.2 Dinner sauces (powder and ready-to-eat)	
	4.1.3 Tomato sauce/oriental sauce. Including pasta sauces	
	4.2 Pesto	2.2
	4.3 Soy sauce, fish sauce, oyster sauce etc.	12.7
	4.4 Marinades/BBQ marinade/glaze	6.3
5. Mayonnaise-based salads	**5.1 Salad spreads**	
	5.1.1 with meat	1.2
	5.1.2 with fish or shellfish	1.1
	5.1.3 with vegetables/fruit	0.8
	5.2 Side dish salads	0.7
6. Snacks	6.1 Standard potato crisps/chips, including corn and wheat crisps/chips Includes potato crisps/chips and crisps/chips in all varieties of flavours.	1.3
	6.2 Extruded snacks Includes extruded snacks in all varieties of flavours. For example, cheese puffs, popcorn etc.	1.9
	6.3 Expanded snacks (pellet). Includes all expanded snacks (for example, prawn crackers, pork rinds, twists etc.)	2.6
	6.4 Salted nuts	1.0
7. Refined wheat-based baked goods	7.1 Cakes/cookies, pastries, waffles/muffins etc. - ready baked	0.8
	7.2 Sweet biscuits	0.7
	7.3 Spiced and salted/crackers	1.4
	7.4 Cakes – deep frozen	0.5
8. Tinned/canned food	8.1 Beans in sauce	0.6
	8.2 Tinned/canned vegetables	
	8.2.1 Tinned/canned vegetables Includes all preserved vegetables. Excludes processed peas (air dried peas) and sauerkraut, extra salted vegetables (see Category 8.2.2.).	0.9
	8.2.2 Extra-salted tinned/canned vegetables. Includes extra-salted preserved vegetables such as, for example, sun-dried tomatoes, olives, chilli and jalapeños.	3.3

* 34.1.1., 34.1.2. and 34.1.3. have been merged to a shared target be consistent with the exported categories in Tradesolution.

Appendix 3 Tradesolution data

The tables show Number of products, Mean salt content and weighted mean salt content in 2019, 2020 and 2021. The columns to the right show number of products below and at, and number above the salt target, as well as the salt target in 2019–2022 as g salt/100 g product.

	2019			2020			2021			2021		
Food product group and Main categories	**Number**	**Mean**	**Weighted**	**Number**	**Mean**	**Weighted**	**Number**	**Mean**	**Weighted**	**Below and at**	**Above**	**2019-2021**
Bread and cereal products												
1. Fresh bread	513	0.98	0.97	357	0.99	0.95	312	0.98	0.93	123	189	0.9
2. Frozen baked goods	257	1.04	0.97	288	0.99	0.94	278	0.99	0.90	168	110	1
3. Shelf-stable bread products	119	1.26	1.15	112	1.23	1.07	83	1.30	1.10	35	48	1
4. Baguettes	71	1.21	1.20	87	1.20	1.18	73	1.35	1.14	33	40	1.1
5. Crispbread	169	1.06	1.08	143	1.00	1.09	126	1.10	1.07	36	90	0.9
6. Bread and crispbread with fillings and/or salt topping	110	0.99	1.05	75	0.97	1.03	52	1.03	1.03	46	6	1.2
7. Flour and cake mixes	215	0.56	0.65	178	0.60	0.65	174	0.65	0.66	112	62	0.8
8. Breakfast cereals	130	0.45	0.49	132	0.44	0.46	109	0.45	0.43	-	-	0.3-0.8
9. Biscuits	18	1.31	1.29	82	0.94	1.06	131	0.98	0.92	-	-	0.7/1.4
10. Porridge							63	0.33	0.29	-	-	0.3/0.6
Meat products												
1. Minced meat/prepared meat	75	0.55	0.30	59	0.47	0.28	68	0.40	0.23	49	19	0.8
2. Hamburgers	124	1.26	1.56	129	1.27	1.08	90	1.28	0.99	28	62	0.9
3. Forcemeats	14	1.93	1.83	20	1.56	1.62	15	1.48	1.52	9	6	1.5
4. Sausages	222	1.82	1.75	238	1.85	1.77	227	1.93	1.79	35	192	1.6
5. Meatballs and meat patties	54	1.64	1.60	33	1.73	1.82	27	1.72	1.85	6	21	1.6
6. Cold cuts	194	1.95	1.35	216	2.14	0.96	200	2.16	1.11	73	127	1.8
7. Liver pâté	52	1.63	1.60	59	1.62	1.61	48	1.63	1.58	23	25	1.5
8. Salted/spiced / marinated meat	82	1.54	1.25	84	1.57	1.23	79	1.54	1.30	35	44	1.2
9. Salted/smoked meat	221	4.03	3.48	243	3.58	3.10	254	3.61	3.35	122	132	2.1
10. Dry fermented sausages (produced in Norway)	231	4.84	5.10	228	4.92	5.11	204	4.89	5.14	132	72	5
11. Dry cured ham (produced in Norway)	57	5.92	7.35	48	5.93	7.58	54	5.90	7.58	34	20	7.5
12. Dry cured leg of lamb/mutton	25	6.93	7.41	30	7.47	7.97	31	7.40	7.94	27	4	8.5

Food product group and Main categories	2019 Number	2019 Mean	2019 Weighted	2020 Number	2020 Mean	2020 Weighted	2021 Number	2021 Mean	2021 Weighted	2021 Below and at	2021 Above	2019-2021
Fish products												
2. Lightly salted fish	28	2.15	1.30	20	1.25	1.25	26	1.03	0.41	14	12	1.3
3. Fresh and frozen fish products, Quenelles, fish pudding, fish cakes, fish burgers and salmon pâté	293	1.17	0.89	223	1.19	1.19	292	1.15	0.80	214	78	1.3
4. Breaded fish products	41	0.80	0.81	24	0.87	0.87	29	0.82	0.78	-	-	0.7/1.0
5. Hot and cold smoked fish products from red and white fish (smoked salmon and gravlax, hot and cold smoked mackerel, peppered mackerel, hot and cold smoked sliced fish fillets etc.)	126	2.86	1.99	129	3.07	3.07	123	2.79	2.28	-	-	3.0/2.0
6. Shellfish and molluscs	70	1.50	1.53	75	1.51	1.51	73	1.53	1.53	-	-	2.3/1.6
7. Fish toppings and spreads	108	3.02	3.35	107	2.74	3.27	106	2.51	3.14	-	-	1.0/7.3
Dairy and edible fats												
1. Cheeses except soft, medium, medium-hard and hard cheeses	469	1.56	1.30	435	1.54	0.76	397	1.51	0.73	-	-	0.4-2.4
2. Edible fats	69	1.45	1.18	105	1.13	1.03	95	1.28	1.03	56	39	1
3. Soft, medium-hard and hard cheeses	198	1.49	1.24	275	1.48	1.23	338	1.53	1.23	138	200	1.2
Other foods												
1. Ready meals	936	1.09	1.09	1127	1.14	0.65	930	1.08	0.98	-	-	16 values
2. Dressing	179	1.78	1.24	135	2.01	1.33	153	1.99	1.36	-	-	0.6-1.6
3. Flavouring and accompaniments	247	5.35	3.87	170	4.22	2.60	163	4.11	2.78	-	-	0.8/14/15/1.0
4. Sauces and marinades	394	2.70	1.71	41	1.30	0.98	92	2.53	1.56	-	-	0.9-12.7
5. Mayonnaise-based salads	82	1.06	0.95	101	1.07	1.00	112	1.04	1.03	-	-	1.2/1.1/0.8/0.7
6. Snacks	296	1.69	1.66	294	1.69	1.62	304	1.65	1.66	-	-	1.3/1.9/2.6/1.0
7. Tinned/canned food	189	0.80	0.49	197	0.82	0.60	197	0.88	0.64	-	-	0.6/0.9/3.3
8. Pizza	53	1.15	1.01	120	1.14	1.08	121	1.15	1.12	-	-	1.2/0.9
9. Ketchup	-	-	-	27	1.92	1.73	27	1.76	1.7	6	21	1.6
10. Sauces (powder, ready-to-eat, pasta sauces etc.)	-	-	-	367	2.6	1.91	382	2.57	1.99	161	221	0.9
11. Salted nuts	-	-	-	124	0.83	0.72	128	0.81	0.72	95	33	1

Appendix 4a Self-reporting Questionnaire by Fafo

Fafo

The letter of intent for a healthier diet

Annual reporting **2021**

Reporting is voluntary.

The form is assessed according to competition regulations by the Norwegian Directorate of Health.

Business background				
B1	Business name		....	
B2	Location of head office		....	
B3	Is your business nationwide or local?	1.	Nationwide	☐
		2.	Local	☐
B6	Type of business	a.	Manufacturer	☐
		b.	Wholesaler	☐
	Select all that apply	c.	Retailer/trade	☐
		d.	Hotel, restaurant and catering industry	☐
		e.	Industry organization/health authority	☐
B7	Link to the agreement	a.	Priority area 1: Reduction of salt	☐
		b.	Priority area 2: Reduction of sugar	☐
	Select all that apply	c.	Priority area 3: Reduction of saturated fat	☐
		d.	Priority area 4: More fruit, berries, vegetables	☐
		e.	Priority area 4: Wholegrain products	☐
		f.	Priority area 4: More fish and seafood	☐

1

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Priority area 1: Reduction of salt

[Only to be answered by those who have checked B7a on page 1]

SA1	Have you set your own targets for salt reduction?	1: Yes 2: No→SA4
SA2	Do you monitor the development of the salt reduction targets yourself?	1: Yes 2: No→SA4
SA3	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other………………………………………
SA4	**Has your company implemented any of the following measures in relation to *Priority area 1: Reduction of salt* within the 2021 agreement?**	
a	Development and launch of new products/dishes	1: Yes 2: No 3: Not applicable
b	Optimisation of existing products/dishes	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail packaging (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Change in food/beverages on offer	1: Yes 2: No 3: Not applicable
h	Other measures implemented *If yes, please describe*	1: Yes 2: No ………………………………………
SA5	What was the most effective measure implemented in 2021?	………………………………………
SA6	Why was this measure effective?	………………………………………
SA7	Has anyone from your company attended meetings/seminars/workshops for Priority area 1: Salt during 2021?	1: Yes 2: No 3: Not applicable

2

Fafo

Priority area 2: Reduction of added sugar

[Only to be answered by those who have ticked B7b on page 1]

SU1	Have you set your own targets for reducing added sugar?		1: Yes 2: No→SU4
SU2	Do you monitor progress in relation to the targets of reducing added sugar?		1: Yes 2: No→SU4
SU3	How often are they measured?		1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
SU4	**Has your company taken any of the following measures in connection with *Priority area 2* within the 2021 agreement?**		
	a	Development and launch of new products/dishes	1: Yes 2: No 3: Not applicable
	b	Optimisation of existing products/dishes	1: Yes 2: No 3: Not applicable
	c	Changed packaging or portion size (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
	d	Change of packaging design, retail packaging (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
	e	Marketing initiatives	1: Yes 2: No 3: Not applicable
	f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
	g	Change in food/beverages on offer	1: Yes 2: No 3: Not applicable
	h	Other measures implemented within "Priority area 2: Reduction of added sugar" last year? *If yes, please describe*	1: Yes 2: No ....
SU5	What was the most effective measure implemented in 2021?		....
SU6	Why was this measure effective?		....
SU7	Has anyone from your company participated in meetings/seminars/workshops for Priority area 2: Reduction of added sugar during 2021?		1: Yes 2: No 3: Not applicable

3

Fafo

Priority area 3: Reduction of saturated fat

[Only to be answered by those who have ticked B7c on page 1]

FE1	Have you set your own targets for reducing saturated fat?	1: Yes 2: No→FE4
FE2	Do you monitor the development in relation to the targets for reducing saturated fat yourself?	1: Yes 2: No→FE4
FE3	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
FE4	**Has your company taken any of the following measures in connection with *Priority area 3* within the 2021 agreement?**	
a	Development and launch of new products/dishes	1: Yes 2: No 3: Not applicable
b	Optimisation of existing products/dishes	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail packaging (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Change in food/beverages on offer	1: Yes 2: No 3: Not applicable
h	Other measures implemented within "Priority area 3: Saturated fat" last year? *If yes, please describe*	1: Yes 2: No ....
FE5	What was the most effective measure implemented in 2021?	....
FE6	Why was this measure effective?	....
FE7	Has anyone from your company participated in meetings/seminars/workshops within Priority area 3: Reduction of saturated fat during 2021?	1: Yes 2: No 3: Not applicable

4

Fafo

Priority area 4: Increased intake of fruits, berries, vegetables

[Only to be answered by those who have ticked B7d on page 1]

FG1	Have you set your own targets for increased intake of fruit, berries and vegetables?	1: Yes 2: No→FG4
FG2	Do you monitor your progress in relation to the targets for increased intake of fruits, berries and vegetables?	1: Yes 2: No→FG4
FG3	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
FG4	**Has your company implemented any of the following measures in relation to *Priority area 4:* *Increased intake of fruits, berries, vegetables* within the 2021 agreement?**	
a	Development and launch of new products/dishes	1: Yes 2: No 3: Not applicable
b	Optimisation of existing products/dishes	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail packaging (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Change in food/beverages on offer	1: Yes 2: No 3: Not applicable
h	Other measures implemented within "Priority area 4: Increased intake of fruit, berries, vegetables" last year? *If yes, please describe*	1: Yes 2: No ....
FG5	What was the most effective measure implemented in 2021?	....
FG6	Why was this measure effective?	....
FG7	Has anyone from your company attended meetings/seminars/workshops for Priority area 4: Increased intake of fruits, berries, vegetables during 2021?	1: Yes 2: No 3: Not applicable

5

Fafo

Priority area 4: Increased intake of wholegrain products

[Only to be answered by those who have ticked B7e on page 1]

KO1	Have you set your own targets for increased intake of wholegrain products?	1: Yes 2: No→KO4
KO2	Do you monitor developments in relation to the targets for increased intake of wholegrain products?	1: Yes 2: No→KO4
KO3	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
KO4	**Has your company taken any of the following measures in relation to *Priority area 4: Increased intake of wholegrain products* within the 2021 agreement?**	
a	Development and launch of new products/dishes	1: Yes 2: No 3: Not applicable
b	Optimisation of existing products/dishes	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail packaging (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Change in food/beverages on offer	1: Yes 2: No 3: Not applicable
h	Other measures implemented within "Priority area 4: Increased intake of wholegrain products" last year? *If yes, please describe*	1: Yes 2: No ………………………………………………
KO5	What was the most effective measure implemented in 2021?	………………………………………………
KO6	Why was this measure effective?	………………………………………………
KO7	Has anyone from your company attended meetings/seminars/workshops for Priority area 4: Increased intake of wholegrain products during 2021?	1: Yes 2: No 3: Not applicable

6

Fafo

Priority area 4: Increased intake of fish and seafood

[Only to be answered by those who have ticked B7e on page 1]

FI1	Have you set your own targets for increased intake of fish and seafood?	1: Yes 2: No→FI4
FI2	Do you monitor your own progress in relation to the targets for increased intake of fish and seafood?	1: Yes 2: No→FI4
FI3	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
FI4	**Has your company taken any of the following measures in relation to *Priority area 4: Increased intake of fish and seafood* within the 2021 agreement?**	
a	Development and launch of new products/dishes	1: Yes 2: No 3: Not applicable
b	Optimisation of existing products/dishes	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail packaging (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Change in food/beverages on offer	1: Yes 2: No 3: Not applicable
h	Other measures implemented within "Priority area 4: Increased intake of fish and seafood" last year? If yes, please describe	1: Yes 2: No ....
FI5	What was the most effective measure implemented in 2021?	....
FI6	Why was this measure effective?	....
FI7	Has anyone from your company attended meetings/seminars/workshops for Priority area 4: Increased intake of fish and seafood during 2021?	1: Yes 2: No 3: Not applicable

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The keyhole symbol

NO1	Total number of products with the keyhole symbol in 2021	☐☐☐ Don't know; Not applicable
NO1b	How many products in the entire range are the company's own brands? (use numbers)	☐☐☐ Don't know; Not applicable
NO2	Number of new products with the keyhole symbol in 2021	☐☐☐ Don't know; Not applicable
NO2b	How many of the new products in 2021 were the company's own brands? (use numbers)	☐☐☐ Don't know; Not applicable

The participants' assessment of the agreement

AV1	How satisfied is your company with the agreement? *1 = Not satisfied at all* *6= Very satisfied*	1 2 3 4 5 6
AV2	Do you feel you are gaining something from the agreement? *1= Haven't gained anything from the agreement* *6= Have gained a lot from the agreement*	1 2 3 4 5 6
AV3	What do you think you have gained the most from?	....
AV4	How difficult is it for your company to achieve the objectives of the agreement? *1= Very difficult* *6= Very easy*	1 2 3 4 5 6
AV5	What is particularly challenging	....
AV6	What kind of measures give the best result?	....
AV7	What is your main motivation for joining the agreement?	....

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The participants' assessment of **the health authorities**		
AV9	What measures significant to your business do you feel that *the health authorities* have taken in relation to the agreement during 2021?	……………………………… None; Not applicable
AV10	What measures significant to the entire agreement do you feel that *the health authorities* have taken during 2021?	……………………………… None; Not applicable
AV11	How well do you think *the health authorities* fulfil their responsibilities within the following fields? *1= Very badly* *6= Very well* *9= Don't know*	
	a. Monitoring the population's diet	1 2 3 4 5 6 9
	b. Collecting data to evaluate this agreement's achievement of objectives and work to ensure that regular representative dietary surveys are conducted.	1 2 3 4 5 6 9
	c. Working with systematic measures that promote public health in general and increase the proportion of the population who have a diet that is in line with the national dietary guidelines. Having a special focus on children and young people	1 2 3 4 5 6 9
	d. Reporting to the coordination group on activities and overall achievement of objectives	1 2 3 4 5 6 9
	e. Influencing consumers through communication and implementing other systematic measures to make healthy choices easier	1 2 3 4 5 6 9
	f. Participating in dialogue and interaction with other relevant authorities and the Research Council related to the objectives of the letter of intent.	1 2 3 4 5 6 9
AV12	From your business perspective, what is the most important commitment for the ***health authorities*** (of those mentioned above) *Tick only one*	a b c d e f g
AV31	Do you have any further comments on the implementation of the letter of intent in 2021?	…………………………………………………… …………………………………………………… None
AV32	This is the last self-evaluation for this letter of intent. Do you have any further comments on the implementation of the letter of intent during the full period between 2017 and 2021 (or for as long as you have been a party to the agreement9?	…………………………………………………… …………………………………………………… None
AV33	Will you join the new the letter of intent agreement for the period 2022–2025?	1: Yes 2: No 3: Not applicable/Don't know
AV34	***If yes AV33:*** Are there any measures you want more focus on in a new agreement period?	☐ Workshop/sharing of experiences nationally ☐ Workshop/sharing of experiences internationally ☐ Expertise on how to reduce salt in products ☐ Continue with industry-specific working groups ☐ Consumer behaviour ☐ Participate in research projects ☐ Other………………………………………

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Appendix 4b To participants who have not signed the Letter of Intent 2015–2021

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[If B7= a. Priority area 1: Reduction of salt]:
You have stated that you are affiliated with Priority area 1: Reduction of added salt. Now we have a few questions about the Salt Partnership over the period **2019–2021**.

Appendix A:

Think about the last 3 years (2019–2021) and your participation in the Salt Partnership. We now want to get an overview of your work you've done and the experiences you've had with the Salt Partnership, as well as get your input on future work on reducing salt in the period 2019–2021. The Salt Partnership was discontinued in 2021. The work on salt reduction continues in the Letter of Intent for a healthier diet for the period 2022–2025.

B1	Name of the business	....
B6	Type of business *Select all that are relevant*	a. Manufacturer ☐ b. Wholesaler ☐ c. Retailer/trade ☐ d. Hotel, restaurant and catering industry ☐ e. Industry organisation/health authority ☐ f. R&D ☐ g. Other organisation ☐
SP4	What was your primary motivation in joining the Salt Partnership?	....
SP5	Have you developed new products and dishes in connection with the Salt Partnership 2019–2021?	1: Yes 2: No 3: Not applicable
	a. ***If yes:*** Did you use the recommended salt targets (the Salt list) in connection with measure?	1: Yes 2: No 3: Don't know
	b. ***If yes:*** How useful did you feel the Salt list were in this measure 1= Not at all useful; 6=Very useful	1 2 3 4 5 6
SP6	Have you worked on optimisation of existing products and dishes in connection with the Salt Partnership from 2019 to 2021?	1: Yes 2: No 3: Not applicable
	a. ***If yes:*** Did you use the Salt list in connection with this measure?	1: Yes 2: No 3: Don't know
	b. ***If yes:*** How useful did you find the Salt list 1= Not at all useful; 6=Very useful	1 2 3 4 5 6
SP7	Have you implemented marketing/communication initiatives on salt reduction in connection with the Salt Partnership from 2019 to 2021?	1: Yes 2: No 3: Not applicable
SP8	Have you implemented other measures on salt reduction in connection with the Salt Partnership from 2019 to 2021?	1: Yes 2: No 3: Not applicable
	a. ***If yes:*** Briefly describe this/these measure(s).	....
	b. Did you use the Salt list in connection with this/these measure(s)?	1: Yes 2: No 3: Don't know
	c. ***If yes:*** How useful did you find the Salt list 1= Not at all useful; 6=Very useful	1 2 3 4 5 6
SP9	What type of measure/work in the Salt Partnership has been the *most* useful for your company?	.... Don't know→Q11
SP10	Why was this useful?	.... Don't know
SP11	Have you taken part in research on salt reduction in the period from 2019 to 2021?	1: Yes 2: No 3: Don't know
SP12	What type of measure/work in the Salt Partnership has been the *most* challenging for your company?	.... Don't know→SP13
SP13	Why was this the most challenging?	.... Don't know
SP14	What do you want the focus of the continued work on salt to be?	☐ Workshop/sharing of experiences nationally ☐ Workshop/sharing of experiences internationally ☐ Expertise on how to reduce salt in products ☐ Continue with industry-specific working groups ☐ Consumer behaviour ☐ Participate in research projects ☐ Other..

The Salt lists: https://www.helsedirektoratet.no/tema/kosthold-og-ernaering/matbransje-serveringsmarked-og-arbeidsliv/salt-og-saltpartnerskapet

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The Salt Partnership 2019–2021

The Salt Partnership existed from 2015 to 2021 as an agreement between the Norwegian Directorate of Health, food producers, the catering industry, trade and industry organisations, R&D and interest organisations.

The aim of the partnership has been to stimulate the food and catering industry to reduce the content of salt in foodstuffs and served food, and to increase awareness of salt and health in the population. From 2016, the Salt Partnership was included in the letter of intent for a healthier diet. This report describes the development in the salt content in various food categories, and also describes how the collaborative model has worked. The food industry has cooperated systematically to bring about a gradual salt reduction in small steps. This important work is a process that takes time and requires patience. Small, gradual changes are needed to succeed, and the industry has stood together for this.

From 2022, work on salt reduction will continue as part of the Letter of intent for a healthier diet.

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