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30 August 2011

Dear Interested Party,

We are writing to inform you of joint research BRC and FDF are commissioning on salt.

In 2008 the Food Standards Agency published a consultation on the 2012 salt reduction targets. There was strong consensus amongst the food manufacturing industry and retailers at the time that these targets would be difficult to achieve in some areas whilst maintaining food safety, existing shelf life and palatability, and without using certain additives.

As part of the Secretary of State's Responsibility Deal, in March this year, many retailers and food manufactures signed up to commit to the 2012 targets, providing that workable technical solutions to overcome the issues faced in some key categories could be found. In order to find technical solutions, retailers and manufacturers have agreed to work together, as many are industry-wide issues rather than specific to individual companies.

To help achieve this, we are commissioning independent research. This research should provide a comprehensive overview of the technical solutions, including processing and ingredients currently under development, together with an assessment of the benefits and barriers resulting from using such technologies.

The categories that have been identified for the project are those for which acceptable technological solutions have not been found to date. We are hopeful that the project will identify suitable technological solutions which will enable industry to meet the UK salt targets.

The project is currently out for tender, and we attach the terms of reference below. We encourage as many research organisations, universities, independents, and other interested parties as possible, to send us their proposals for our consideration.

We are aware that some of the technological solutions are being developed by industry, specifically ingredient producers. We would like to encourage these businesses to contact BRC or FDF, if they would like their ingredients/new technologies included in the final report as available alternatives.



INVESTOR IN PEOPLE

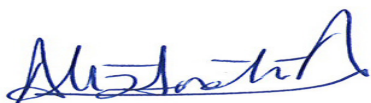
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We are committed to transparency and therefore we will be putting the final report in the public domain. We are also committed to providing regular updates on how the research is progressing to the Responsibility Deal Food Network High Level Group.

This proactive move by the industry to jointly invest in research on salt will benefit the wider food industry and ultimately have a positive impact on Public Health.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Andrea Martinez-Inchausti', with a stylized flourish at the end.

Andrea Martinez-Inchausti (BRC)
Louise Allen (FDF)

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BRITISH RETAIL CONSORTIUM
for successful and responsible retailing



BRC/FDF Members Salt Reduction Research Project
27 August 2011

Background

The Food Standards Agency published a consultation in 2008 with regards to 2012 salt reduction targets. There was strong consensus amongst the food manufacturing industry and retailers at the time that these targets would be difficult to achieve in some areas with respect to maintaining food safety, existing shelf life and palatability, and without using certain additives. As part of the Secretary of State's Responsibility Deal, many retailers and food manufacturers have signed up to commit to 2012 targets, providing that workable technical solutions to overcome the issues faced in key categories can be developed. In order to find technical solutions to allow all the industry to make progress, retailers and manufacturers have agreed to work together, as many are industry-wide issues rather than specific to individual companies.

Project Outline

Before we begin any additional work, beyond targets already achieved and solutions trialled, we would like to commission an independent piece of research to provide:

- A comprehensive overview of the technical solutions including processing and ingredients currently under development to reduce salt in the in key categories listed below. All options should be included and if no technical solutions can be found this should also be reported.
- The positives and negatives for each should be evaluated and if there is a potential approach to remove barriers this should be included.

The analysis of each technological solution identified should include:

1. Description of the method/ingredient
2. Potential applications / product scope
3. Beneficial attributes
4. Effect on product shelf life
5. Effect on product safety
6. Effect on product functionality
7. Effect on taste/consumer acceptability (consumer research will not be expected; however generally available data on consumer acceptability, e.g. ingredient being used in a product in the market place which sells well, is expected)
8. Effect on retailers' / manufacturers' clean label policies
9. Cost implications
10. Other barriers and risk

The report should cover:

- Learnings from other markets
- Emerging technologies that may not be currently available but are near to market

Product areas in scope

- Category 1.1 – 1.7. Meat and meat products, especially sliced meats, cured meats (pepperoni), bacon, sausages, burgers and meat pies
- Category 2.2 - 2.3. Bread particularly speciality and morning goods

- Category 4.1 - 4.2.1. Cheese particularly soft cheeses and cheddar
- Category 11.2 - 11.3. Extruded and pelleted snacks
- Category 12.1 – 12.3. Cakes, pastries and fruit pies
- Category 15.2 – 15.3. Pesto and other thick sauces
- Category 20.4. All other puddings
- Category 23. Canned fish

Consideration should be given to the potential use of the technological solutions identified for product categories related to those identified above, e.g. would a technological solution for sausage meat also be applicable to sausage meat product such as Scotch egg.

There will be a steering group appointed by the BRC/FDF to assess each of the proposals and appoint the contract.

Desired Project Outcomes

A comprehensive report including an overview of possible technical solutions (or lack of) for the categories indicated in the scope.

Budget

The cost of the report should not exceed £18,000.

Timescales

Deadline for expressions of interest: 9 September.

Deadline for tender application: 23 September.

Tender appointment – Appointment made by October

Interim Report – Delivery / presentation to project steering group in January 2012.

Project delivery – March 2012

Further Information

For further information, please contact:

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