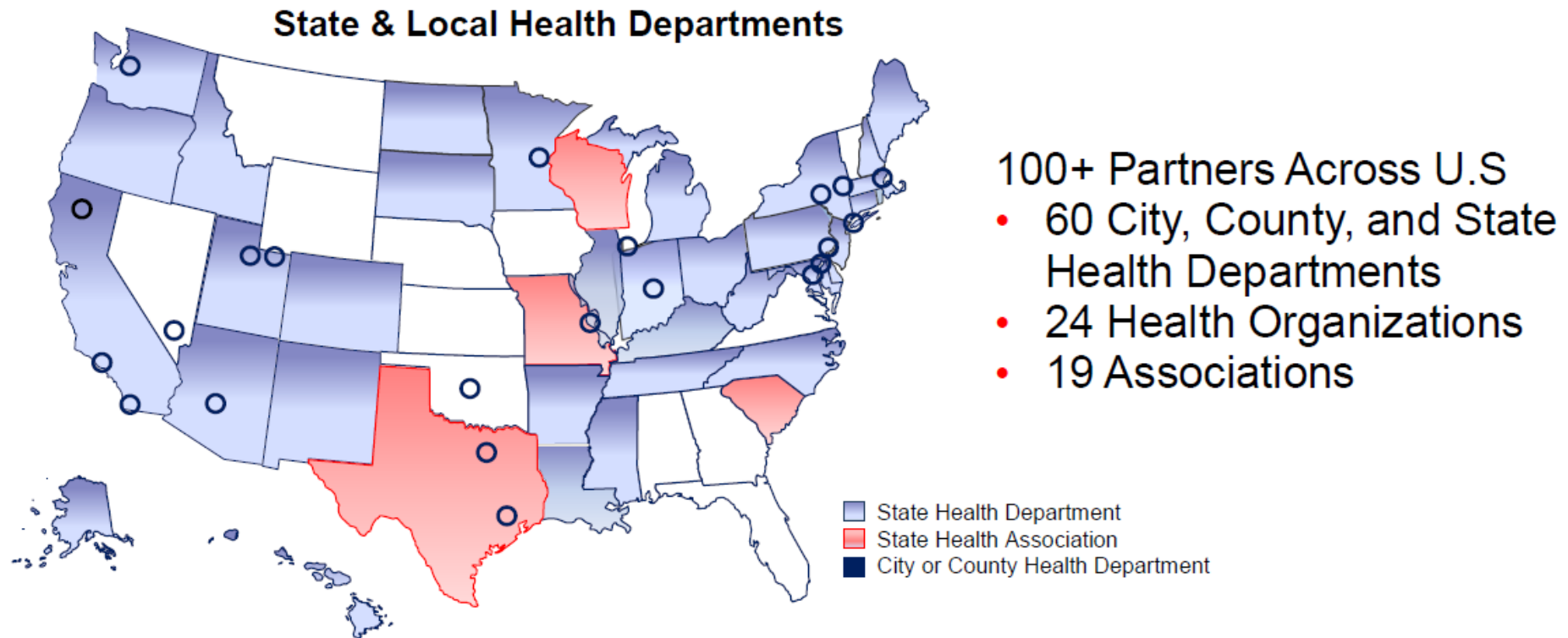




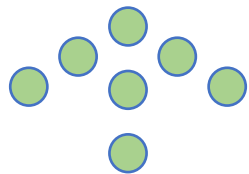
*Michele Kawabe, MPH, RDN, CDCES  
Public Health Consultant - MDHHS*

Partnership of 100+ local, state, and national organizations and health authorities

Sets voluntary reduction targets for sugar and salt and asks food and beverage companies to commit to meeting them



# NSSRI



2018

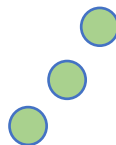
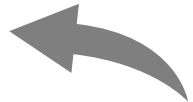
Sugar reduction component added



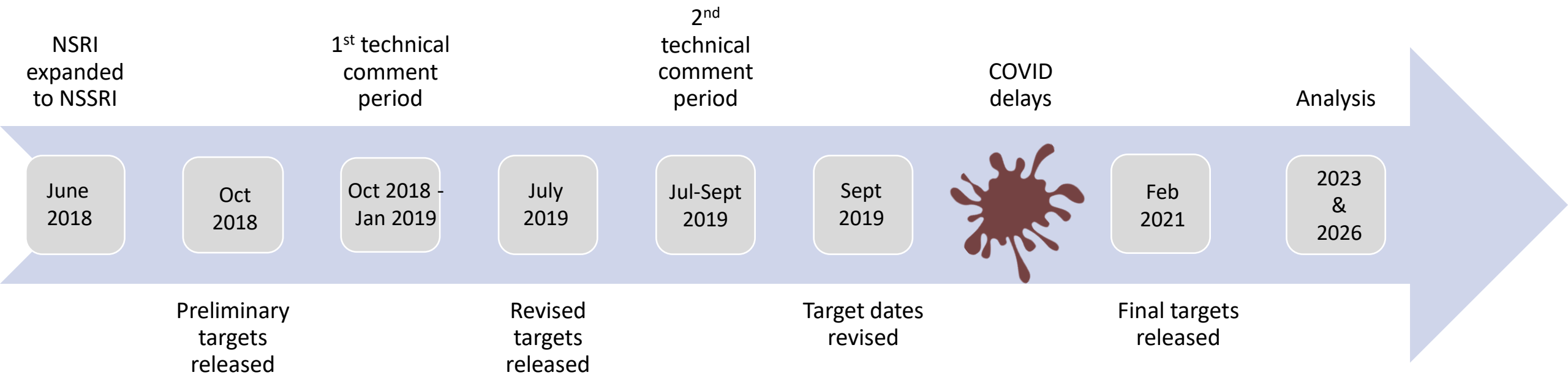
2009

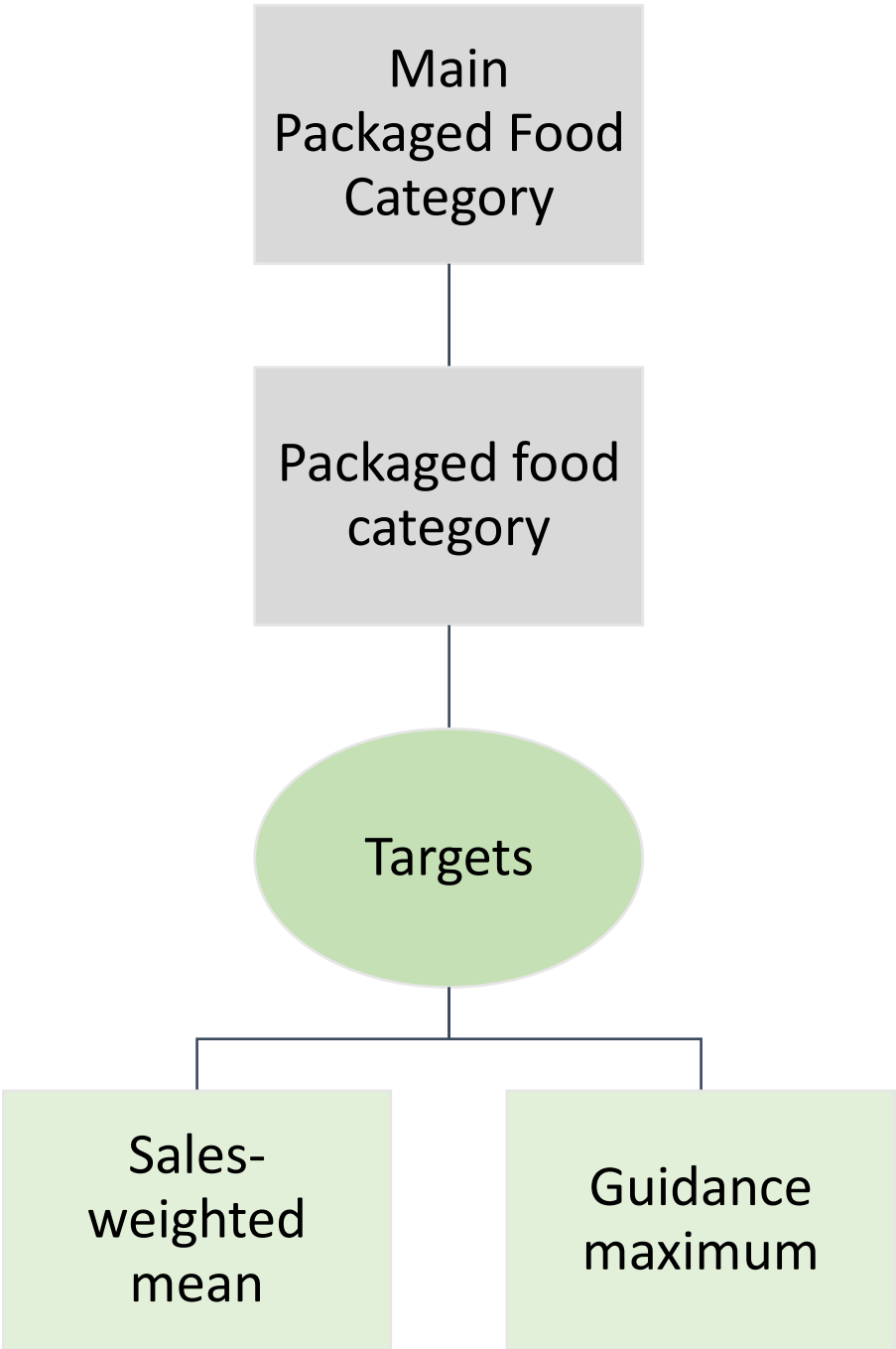
NSRI launched

2015 analysis: mean sodium density ↓ 6.8%



# NSSRI Timeline







## Sales-Weighted Mean

- Reduction target
- Goal reduction from baseline
  - 10% (2023)
  - 20% (2026)



sugary drinks 40%



## Guidance Maximum

- Suggested upper limit
- Goal
  - 80<sup>th</sup> percentile (2023)
  - 60<sup>th</sup> percentile (2026)



sugary drinks 80<sup>th</sup>/40<sup>th</sup>

*Targets were drafted with expectation that companies will meet proposed targets without increasing non-nutritive sweeteners, saturated fat, calories, sodium, or refined carbs*

## Sales-Weighted Mean example

### *Main Packaged Food Category 2: Grain-Based Desserts and Snack Bars*

Packaged Food Category	Category Description Excludes products with 0 g added sugar.	Baseline 2018 Sales-Weighted Mean g sugar per 100 g	Sales-Weighted Mean Targets g sugar per 100 g	
			2023	2026
2.1 Breakfast pastries	Donuts, cinnamon rolls, coffee cakes, Danishes, streusel, muffins, pies, and toaster pastries.	27.2	24.5	21.7
2.2 Cakes	Cakes, cupcakes, brownies and snack cakes.	39.9	35.9	31.9
2.3 Cookies	Filled and unfilled cookies, sandwich cookies and tea biscuits.	35.6	32.1	28.5
2.4 Dry mixes	Dry mixes for cake, cookies, brownies and muffins.	49.4	44.5	39.6
2.5 Granola and Snack bars	Granola bars, cereal bars, breakfast bars, yogurt bars and protein bars.	27.1	24.4	21.7

## Guidance Maximums

Main Packaged Food Category	Packaged Food Category	Category Description Excludes products with 0 g added sugar.	Category Maximum g sugar per 100 g or 100 mL	
			2023	2026
1: Drinks <sup>6</sup>	<b>1.1 Sugary drinks</b>	Soda, sports drinks, fruit drinks, energy drinks and tea. Excludes 100% juice and drinks with milk or milk substitute as a first or second ingredient.	11.5	8.0
	<b>1.2 Sweetened milk<sup>7</sup></b>	Drinks containing milk as a first or second ingredient.	8.7	6.5
	<b>1.3 Sweetened milk substitute<sup>7</sup></b>	Flavored drinks containing milk substitute as a first or second ingredient.	4.8	4.2
2: Grain-Based desserts and snack bars	<b>2.1 Breakfast pastries</b>	Donuts, cinnamon rolls, coffee cakes, Danishes, streusel, muffins, pies and toaster pastries.	32.7	29.9
	<b>2.2 Cakes</b>	Cakes, cupcakes, brownies and snack cakes.	43.7	42.2
	<b>2.3 Cookies</b>	Filled and unfilled cookies, sandwich cookies and tea biscuits.	41.2	37.1
	<b>2.4 Dry mixes</b>	Dry mixes for cake, cookies, brownies and muffins.	58.2	50.8
	<b>2.5 Granola and Snack Bars</b>	Granola bars, cereal bars, breakfast bars, yogurt bars and protein bars.	32.1	29.1
3: Refrigerated and frozen desserts	<b>3.1 Refrigerated and frozen desserts</b>	Ice cream, frozen yogurt, gelato, ice pops, sherbet, sorbet, and pre-made pudding and gelatin. Excludes pudding and gelatin dry mixes.	23.9	21.5
4: Candies	<b>4.1 Sweet candies</b>	Chewy, gummy, and hard candies. Includes caramels, nut rolls and seasonal sweet candies.	71.8	63.8
	<b>4.2 Chocolate candies</b>	Chocolate bars, chocolate candies, filled bars and seasonal chocolate.	59.4	53.7
5: Breakfast cereals	<b>5.1 Breakfast cereals</b>	Ready-to-eat cereal, granola and hot cereal.	34.5	31.2
6: Condiments and toppings	<b>6.1 Condiments</b>	Ketchup, barbecue sauce, salad dressing, steak sauce, and Asian sauces.	35.8	23.5
	<b>6.2 Dessert syrups and toppings</b>	Chocolate and caramel syrups, fruit syrups and spreads, chocolate and hazelnut spreads, marshmallow topping, pancake syrup and frosting. Excludes 100% maple syrup.	59.8	55.9
7: Yogurt	<b>7.1 Yogurt<sup>7</sup></b>	Dairy and non-dairy yogurt and yogurt drinks.	9.3	7.3

<sup>6</sup>Powdered drink mixes and syrups are included using nutrition information as prepared to the manufacturer's instructions.

<sup>7</sup>Includes the following sugar allowances: 4 g sugar per 100 mL for dairy products in which milk is the first ingredient; 2 g sugar per 100 mL for products in which milk is the second ingredient; 2 g sugar per 100 mL for plant-based milk substitutes; 4 g sugar per 100 g for dairy yogurt; and 2 g sugar per 100 g for plant-based yogurt substitutes.



NSSRI Packaged Food  
& Beverage Database  
will be used to  
monitor progress

Progress can be  
assessed at the  
company level,  
category level, or  
across all 15  
categories



UK interim results =  
overall 3% ↓; 13% ↓  
yogurt & breakfast  
cereals

## Industry Participation



Voluntary



Can publicly commit to meeting SWM target in any category by either target date



Can use targets to inform internal processes and decision-making about products

**NSSRI**

**FDA Voluntary Sodium Reduction Goals**

3 and 5 year targets

Sugar + sodium

Voluntary

Better positioned to influence change

2.5 year targets

Sodium only

Voluntary



# For More Information...

Email

[salt@health.nyc.gov](mailto:salt@health.nyc.gov)

Webpage

[National Salt and Sugar Reduction Initiative \(NSSRI\) - NYC Health](#)

Question:

In what ways can the work of the Council support or align with the NSSRI?