Key messages

- Excessive salt can lead to high blood pressure, which increases the risk of heart attack, stroke and kidney disease.
- The World Health Organization (WHO) recommends a daily maximum salt intake of 5g – this is about 1 teaspoon. Victorians are consuming nearly double this amount.
- 75% of the salt in your diet comes from processed and packaged foods like dips and crackers, cooking sauces, ready meals and processed meats.
- On average, one sausage contains 1.4g salt, which is more than a quarter (28%) of the recommended daily maximum salt intake.
- When you add white bread and tomato sauce to the average sausage, it contains 2.35g salt, which is nearly half the recommended daily maximum salt intake.
- The amount of salt in sausages varies greatly, with some sausages containing 3 times more salt than others (range 0.95-2.9g per 100g).
- The average salt content of bacon has decreased by 17% since 2010, and the average salt in sliced meats decreased by 18% between 2010 and 2015. There has been no significant change in the salt content of sausages since 2010.
- Australians eat 1.1 billion sausages per year, containing 1500 tonnes of salt. That’s 3.5 trams of salt.
Follow us

We’ll be posting on social media, and we would love you to get involved. If you are posting on your own social, use #UnpackTheSalt and tag us at:

Twitter – @heartaust

Instagram = @nationalheartfoundation

Facebook = @nationalheartfoundation

Suggested tweets

- If it’s packed, chances are, it’s packed with salt. 75% of the salt we eat comes from processed foods @HeartAust #UnpackTheSalt #SaltAwarenessWeek

- New research shows the average sausage contains over a quarter of the max daily salt intake. #UnpackTheSalt #SaltAwarenessWeek @HeartAust

- New research shows the average sausage in bread with tomato sauce contains nearly half the daily salt max intake #UnpackTheSalt #SaltAwarenessWeek @HeartAust

- Some sausages are 3 times saltier than others. Read the label. #UnpackTheSalt #SaltAwarenessWeek @HeartAust

- New research shows no change in salt levels in sausages since 2010. We need targets. #UnpackTheSalt #SaltAwarenessWeek @HeartAust

- New research shows sausages are packed with salt. Try healthier options like lean meat and veggies on the BBQ. #UnpackTheSalt #SaltAwarenessWeek @HeartAust

- In 2017, 78% of Aussie snags exceeded the UK max salt target. We are behind. It’s time to #UnpackTheSalt #SaltAwarenessWeek @HeartAust.

- Did you know Aussies eat 1.1 billion sausages per year? And they’re packed with salt. #UnpackTheSalt #SaltAwarenessWeek @HeartAust
Social media tiles

Download the images: www.unpackthesalt.com.au/downloadable-resources/

**UNPACK THE SALT**

Australians eat 1.1 BILLION SAUSAGES PER YEAR = 1,600 tons of salt. That's 3.5 trains full of salt.

**AN AVERAGE SAUSAGE CONTAINS OVER 1/4 of your maximum daily salt intake.**

**IN 2017**

78% of Aussie snags exceeded the UK MAXIMUM SALT TARGET WE ARE BEHIND.

**SOME SAUSAGES ARE 3x SALTIER than others.**

**ONE SAUSAGE IN BREAD = NEARLY 1/2 your maximum daily salt intake.**

**NO REDUCTION IN AVERAGE SALT CONTENT in sausages in the past 7 years.**

No targets for food manufacturers on salt content of sausages.

**ON THE BBQ FOR TASTY LOW SALT ALTERNATIVES**

Try lean meats and veggies.

**ONE SAUSAGE IN BREAD = NEARLY 1/2 your maximum daily salt intake.**

**SOME SAUSAGES ARE 3x SALTIER than others.**

**AN AVERAGE SAUSAGE Contains OVER 1/4 of your maximum daily salt intake.**