

Social supporter kit – ready meals



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 ready meals, cooking sauces and processed meats.
- A new report by The George Institute has analysed 1478 ready meals from 4 supermarkets (Coles, Woolworths, IGA and Aldi) and has found there is significant variation in the salt levels.
- The average ready meal contains half the recommended maximum daily salt intake.
- The number of ready meals available in Australian supermarkets has increased by 129% since 2010. There has been no reduction in the average salt content of ready meals during this period.
- The salt content of chilled ready meals has increased by 31%, despite Australia's commitment to a 30% reduction in Australia's salt intake by 2025.
- There are currently no salt targets for ready meals in Australia, and only 42% of Australian products meet the 2017 UK targets.

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](https://twitter.com/heartaust)



Instagram = [@nationalheartfoundation](https://www.instagram.com/nationalheartfoundation)



Facebook = [@nationalheartfoundation](https://www.facebook.com/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
- Research shows number of ready meals in Australia has grown by 129%, with no reduction in salt levels #UnpackTheSalt @HeartAust
- New research shows the average ready meal contains half the recommended daily maximum salt intake. Read the label #UnpackTheSalt @HeartAust
- Ready meals from the supermarket fridge, freezer and shelves can be packed with salt. Cook fresh #UnpackTheSalt @HeartAust
- Some chilled ready meals are 20x saltier than others. Read the label. #Unpackthesalt @HeartAust
- Research shows 0 reduction in salt in ready meals since 2010. Read the label #UnpackTheSalt @HeartAust
- Research shows massive growth in Aus ready meal market. They can be packed with salt. Read the label #UnpackTheSalt @HeartAust
- Chilled ready meals taking over the shelves & can be loaded with salt. #UnpackTheSalt @HeartAust
- Research shows no salt targets in ready meals. And salt is increasing. Be informed & read the label #UnpackTheSalt @HeartAust

Social media tiles

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

UNPACK THE SALT

VicHealth | Heart Foundation

2010 *208 **2017** *473

The number of ready meals in Australian supermarkets

↑ 129%

There are **4** 2010 2017 **x as many chilled ready meals in 2017 compared to 2010**

Now containing **↑ 30%** MORE SALT

0 There has been **zero reduction** of salt content in ready meals in the past 7 years

There are currently **no targets for food manufacturers** on salt content of ready meals

Some ready meals contain **20x** more salt than others

1 in 2 The average salt in one ready meal contains half the daily maximum intake

REMEMBER TO

READ THE LABEL

Sodium **<400mg** per 100g **OK**

Sodium **<120mg** per 100g **BEST**

And look for a balanced meal

unpackthesalt.com.au

1 in 2 The average salt in one ready meal contains half the daily maximum intake

Some ready meals contain **20x** more salt than others

LASAGNE
(1 serve = 400g)
Average sodium content per serve: **968mg (2.42g salt)**

Just a 30% reduction
=
800 lives saved
as well as \$50 million in healthcare costs.