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

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
- 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


**UNPACK THE SALT**

- The number of ready meals in Australian supermarkets has increased by 129% from 2010 to 2017.

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

**Now containing 30% more salt**

- There has been zero reduction of salt content in ready meals in the past 7 years.

- Some ready meals contain 20 times more salt than others.

**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.

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**The average salt in one ready meal contains half the daily maximum intake.**

**Some ready meals contain 20 times more salt than others.**

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**LASAGNE**

(1 serve = 400g)

Average sodium content per serve: 966mg (2.42g salt)

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