

National Salt Reduction Initiative Packaged Food Categories and Targets

Main Packaged Food Category	Packaged Food Category	Packaged Food Category Description	Initiative Baseline 2009 Sales-Weighted Mean mg sodium per 100g	2012 Target mg sodium per 100g	2014 Target mg sodium per 100g
				Targets apply to the sales-weighted mean sodium for a company's products in a category.	
1. Bakery Products	1.1 Breads and rolls	Savory yeast-leavened breads and rolls e.g., bagels, English muffins, croissants, flatbreads, pre-packaged sliced bread, soft bread sticks, and soft pretzels. Excludes dough and frozen or refrigerated bakery products.	485 mg/100g	440 mg/100g	360 mg/100g
	1.2 Sweet breads and rolls	Sweet yeast-leavened breads and rolls e.g., Danish, sweet rolls, and yeast-leavened doughnuts.	295 mg/100g	270 mg/100g	220 mg/100g
	1.3 Tortillas and wraps	Refrigerated and shelf stable tortillas and wraps; savory chemically-leavened breads e.g., biscuits, corn bread, and hush puppies. Excludes wonton skins and frozen bakery products.	717 mg/100g	650 mg/100g	540 mg/100g
	1.4 Cakes, snack cakes, muffins, and toaster pastries	Medium and light weight cake, snack cakes, muffins, toaster pastries, cake doughnuts, coffee cake, crumb cake, scones, brownies, and sweet quick-type breads. Excludes heavy weight cake e.g., cheesecake.	359 mg/100g	310 mg/100g	250 mg/100g
	1.5 Cookies	Filled and unfilled cookies, sandwich cookies, and tea biscuits. Excludes cookie dough and frozen or refrigerated cookies.	367 mg/100g	310 mg/100g	260 mg/100g
	1.6 Crackers	Filled and unfilled crackers and puffed cereal-grain cakes e.g., butter crackers, cheese crackers, sandwich crackers, soda crackers, cheese and cracker snack packs, graham crackers, and rice cakes. Excludes animal crackers (see 1.5), bagel chips, crisp breads, hard breadsticks, and melba toast.	918 mg/100g	780 mg/100g	640 mg/100g
	1.7 French toast, pancakes, and waffles	Frozen French toast, pancakes, and waffles e.g., French toast sticks, and plain and flavored pancakes and waffles. Excludes refrigerated and shelf stable French toast, pancakes, waffles, and dry batter mixes. Excludes mixed dishes containing French toast, pancakes, and waffles (see 10.1-10.3).	569 mg/100g	510 mg/100g	430 mg/100g
2. Cereal and Other Grain Products	2.1 Instant hot cereal	Flavored and unflavored instant oatmeal, farina wheat, and other hot cereal. Excludes instant grits (see 10.8) and slow and quick-cooking cereal.	562 mg/100g	480 mg/100g	390 mg/100g
	2.2 Breakfast cereals, light and medium weight	Ready-to-eat cereal weighing less than 43 g per cup; high fiber cereals containing 28 g or more of fiber per 100 g. Excludes cereal and granola bars.	609 mg/100g	490 mg/100g	370 mg/100g
	2.3 Breakfast cereals, heavy weight	Ready-to-eat cereal, weighing 43 g or more per cup; biscuit type cereal. Excludes cereal and granola bars.	298 mg/100g	250 mg/100g	210 mg/100g
3. Meats	3.1 Cold cuts	Luncheon meat, ham, and cured meats e.g., bologna and sliced turkey. Excludes prosciutto.	1,085 mg/100g	980 mg/100g	810 mg/100g
	3.2 Pepperoni and dry salami	Pepperoni and dry salami. Excludes semi-dry salami (see 3.1) and dried meat snacks e.g., beef jerky.	1,834 mg/100g	1,740 mg/100g	1,560 mg/100g
	3.3 Cooked sausage	Frozen and refrigerated pre-cooked beef, pork, and poultry sausages. Excludes bologna (see 3.1) and dried, cured sausages (see 3.1-3.2).	898 mg/100g	810 mg/100g	720 mg/100g

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	3.4 Uncooked sausage	Frozen and refrigerated uncooked beef, pork, and poultry sausages. Excludes dried, cured sausages (see 3.1-3.2).	838 mg/100g	750 mg/100g	670 mg/100g
	3.5 Hot dogs	Beef, poultry, and pork frankfurters and cocktail franks. Excludes bologna (see 3.1) and corn dogs (see 10.1-10.3).	1,059 mg/100g	950 mg/100g	850 mg/100g
	3.6 Bacon	Bacon and bacon analogs e.g., pork bacon, pancetta, and beef and poultry breakfast strips. Excludes Canadian bacon (see 3.1), vegetarian bacon analogs (see 3.10), bacon bits, and pork rinds.	1,792 mg/100g	1,610 mg/100g	1,470 mg/100g
	3.7 Uncooked whole muscle meat and poultry	Frozen and refrigerated enhanced or marinated beef, chicken, pork, and turkey. Excludes sausages (see 3.3-3.4) and ground meat e.g., hamburger patties.	N/A	450 mg/100g maximum ¹	400 mg/100g maximum ¹
	3.8 Canned meat and sausage	Canned lunchmeat and sausages e.g., canned ham and Vienna sausages.	987 mg/100g	940 mg/100g	840 mg/100g
	3.9 Canned chicken and turkey	Canned whole muscle chicken and turkey e.g., chunk chicken in water. Excludes canned chicken sausages (see 3.8).	403 mg/100g	380 mg/100g	340 mg/100g
	3.10 Frozen and refrigerated meat substitutes	Frozen and refrigerated meat analogs e.g., soy deli slices, veggie bacon, veggie burgers, soy sausages, and marinated tofu steaks, seitan, and tempeh. Excludes plain or unmarinated tofu, seitan, and tempeh.	587 mg/100g	530 mg/100g	440 mg/100g
4. Dairy Products and Substitutes	4.1 Grated hard cheese	Shelf stable and refrigerated grated or shredded Parmesan and Romano; grated or shredded blends containing Parmesan or Romano. Excludes Parmesan seasoning and Parmesan spice blends.	1,530 mg/100g	1,450 mg/100g	1,300 mg/100g
	4.2 Cheddar, Colby, Jack, mozzarella, Muenster, provolone, and Swiss cheese	Firm and semi-firm cheeses e.g., Colby-Jack, marble Cheddar, shredded, and string cheeses. Excludes fresh mozzarella.	668 mg/100g	630 mg/100g	600 mg/100g
	4.3 Cream cheese	Flavored and unflavored cream cheese and whipped, reduced fat, and tofu cream cheese. Excludes cheese blends containing cream cheese (see 4.5) and cream cheese-based dips (see 6.3).	408 mg/100g	390 mg/100g	350 mg/100g
	4.4 Cottage cheese	Flavored and unflavored cottage cheese and whipped and reduced fat cottage cheese. Excludes ricotta and farmer cheeses.	347 mg/100g	330 mg/100g	290 mg/100g
	4.5 Processed cheese	Cheese made from pre-ripened cheese or an emulsified blend of natural cheese e.g., aerosol cheese, American cheese, cheese spreads, and cheese slices. Excludes marble cheese and mozzarella and other string cheeses (see 4.2).	1,393 mg/100g	1,250 mg/100g	1,040 mg/100g
5. Fats and Oils	5.1 Margarine and other spreads	Butter and oil blends and oil-based spreads. Excludes butter without oil (see 5.2) and shortening.	718 mg/100g	650 mg/100g	570 mg/100g

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	5.2 Salted butter	Salted and lightly salted butter and whipped butter. Excludes nut butters (see 15.1).	608 mg/100g	580 mg/100g	540 mg/100g
	5.3 Mayonnaise and mayonnaise-type dressing	Regular and reduced fat mayonnaise, flavored and soy mayonnaise, and mayonnaise-type spreads and dressing.	713 mg/100g	640 mg/100g	570 mg/100g
	5.4 Salad dressing	Refrigerated and shelf stable oil and vinegar and creamy salad dressing, and dry salad dressing mix.	1,019 mg/100g	920 mg/100g	760 mg/100g
6. Sauces, Dips, Gravies and Condiments	6.1 Major main entrée sauce	Refrigerated, shelf stable, and dry simmer sauces and tomato-based pasta sauces. Excludes cheese, canned tomato, enchilada, and white sauces (see 6.2).	442 mg/100g	400 mg/100g	330 mg/100g
	6.2 Minor main entrée sauce	Refrigerated, shelf stable, and dry minor main entrée sauces e.g., gravy and Alfredo, cheese, pizza, and canned tomato sauces. Excludes cocktail and pesto sauces (see 6.4).	550 mg/100g	500 mg/100g	410 mg/100g
	6.3 Salsa, dips, and dipping sauce	Refrigerated, shelf stable, and dry cheese, bean, and dairy-based dips. Hollandaise, tartar, and other sauces for dipping e.g., sweet and sour and mustard sauces. Excludes spreads e.g., hummus, and dessert sauces.	712 mg/100g	640 mg/100g	530 mg/100g
	6.4 Barbecue sauce, ketchup, marinades, and steak sauce	Barbecue sauce and major condiments e.g., ketchup, marinades, and grill, rib, and steak sauces, and cocktail and pesto sauces. Excludes Worcestershire and hot sauces, mustard, and vinegar.	1,081 mg/100g	1,000 mg/100g	860 mg/100g
	6.5 Asian-style condiments	Soy, teriyaki, black bean, fish, hoisin, peanut, and stir-fry sauces, and other Asian condiments e.g., soy- and teriyaki-based sauces, glazes, and marinades. Excludes mustard sauces (see 6.3) and duck and hot chili sauces.	706 mg/tbsp ²	640 mg/tbsp ²	560 mg/tbsp ²
7. Snacks	7.1 Flavored chips	Flavored potato, vegetable, corn, tortilla, multi-grain, and rice chips and fabricated potato snacks e.g., potato sticks.	711 mg/100g	570 mg/100g	430 mg/100g
	7.2 Unflavored chips	Unflavored potato, vegetable, corn, tortilla, multi-grain, and rice chips and fabricated potato snacks e.g., potato sticks.	524 mg/100g	470 mg/100g	420 mg/100g
	7.3 Puffed corn snacks	Extruded and puffed corn snacks e.g., puffed cheese- and puffed onion-flavored snacks. Excludes puffed cereal-grain cakes (see 1.6).	969 mg/100g	820 mg/100g	680 mg/100g
	7.4 Popcorn	Microwave-ready and popped popcorn. Excludes dry popcorn kernels that are not microwave-ready.	863 mg/100g	730 mg/100g	600 mg/100g
	7.5 Pretzels and snack mixes	Filled and unfilled hard pretzels, confectionary pretzels, and snack mixes e.g., pretzel and cheese snacks and pretzel and cereal mixes. Excludes soft pretzels (see 1.1) and trail mixes.	1,205 mg/100g	1,020 mg/100g	840 mg/100g

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8. Soups	8.1 Canned soup	Refrigerated and shelf stable soup and condensed soup. Excludes stew (see 10.6).	326 mg/100g	280 mg/100g	230 mg/100g
	8.2 Broth and stock	Refrigerated and shelf stable broth and stock e.g., beef, fish, poultry, and vegetable stock. Excludes dry broth and stock e.g., boullion cubes.	352 mg/100g	320 mg/100g	260 mg/100g
	8.3 Dry soup	Dry soup. Excludes dry broth and stock.	820 mg/serving ³	700 mg/serving ³	570 mg/serving ³
9. Potatoes	9.1 Frozen and refrigerated potatoes	Frozen and refrigerated potatoes e.g., French fries, hash browns, and sweet potato fries.	349 mg/100g	300 mg/100g	240 mg/100g
	9.2 Seasoned processed potatoes	Shelf stable dry potato mixes with seasoning or sauce e.g., seasoned instant mashed potatoes, scalloped potatoes, and cheese hash browns. Excludes unseasoned potatoes.	1,725 mg/100g	1,470 mg/100g	1,210 mg/100g
10. Mixed Dishes	10.1 Frozen entrees and sides < 6 oz per serving	Frozen fish, meat, and vegetable dishes with and without accompaniments that are less than 6 oz per serving.	537 mg/100g	480 mg/100g	400 mg/100g
	10.2 Frozen entrees and sides 6-10 oz per serving	Frozen fish, meat, and vegetable dishes with and without accompaniments that are at least 6 oz and less than 10 oz per serving.	337 mg/100g	300 mg/100g	250 mg/100g
	10.3 Frozen entrees and sides ≥ 10 oz per serving	Frozen fish, meat, and vegetable dishes with and without accompaniments that are greater than or equal to 10 oz per serving.	294 mg/100g	260 mg/100g	220 mg/100g
	10.4 Frozen and refrigerated pizza	Frozen and refrigerated pizza e.g., French bread pizza. Excludes pizza bites, pockets, and bagels (see 10.1).	558 mg/100g	500 mg/100g	450 mg/100g
	10.5 Refrigerated entrees and sides	Refrigerated fish, meat, and vegetable dishes with and without accompaniments e.g., packaged lunches, macaroni and cheese, and breakfasts. Excludes liquid egg products.	531 mg/100g	480 mg/100g	400 mg/100g
	10.6 Canned chili, pasta, and hash	Shelf stable canned and microwave-ready dishes e.g., stew, franks and beans, and pasta with meatballs.	377 mg/100g	340 mg/100g	280 mg/100g
	10.7 Seasoned pasta and stuffing mixes	Shelf stable dry seasoned pasta and stuffing mixes e.g., macaroni and dry cheese sauce and seasoned couscous. Excludes seasoned breadcrumbs and breading products.	700 mg/cup yield ⁴	630 mg/cup yield ⁴	560 mg/cup yield ⁴
	10.8 Seasoned grain mixes	Shelf stable seasoned grain mixes e.g., seasoned instant and microwave-ready rice mixes and grits. Excludes stuffing (see 10.7), microwave-ready mixed dishes (see 10.6), and unseasoned grain mixes.	837 mg/cup yield ⁴	750 mg/cup yield ⁴	630 mg/cup yield ⁴

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11. Vegetables	11.1 Frozen vegetables in sauce	Frozen vegetables in sauce e.g., broccoli with butter or cheese sauces. Excludes potatoes with sauce (see 9.1) and frozen creamed corn.	343 mg/100g	310 mg/100g	260 mg/100g
	11.2 Canned vegetables	Seasoned and unseasoned canned vegetables. Excludes pickled vegetables e.g., sauerkraut.	238 mg/100g	190 mg/100g	140 mg/100g
	11.3 Canned whole tomatoes	Seasoned and unseasoned canned whole tomatoes. Excludes tomato paste and puree.	152 mg/100g	130 mg/100g	100 mg/100g
	11.4 Diced, crushed, and stewed tomatoes	Seasoned and unseasoned diced, crushed, and stewed tomatoes. Excludes canned tomato sauce (see 6.2), and tomato paste and puree.	289 mg/100g	250 mg/100g	190 mg/100g
	11.5 Vegetable juice	Refrigerated and shelf stable tomato-based vegetable juice and cocktail mixers. Excludes fruit juice and non-tomato-based vegetable juice e.g., carrot juice.	479 mg/240 mL ²	410 mg/240 mL ²	340 mg/240 mL ²
12. Legumes	12.1 Baked beans	Meat and vegetarian baked and refried beans. Excludes franks and beans (see 10.6).	408 mg/100g	370 mg/100g	310 mg/100g
	12.2 Canned beans	Seasoned and unseasoned canned beans e.g., kidney, white, black, and chili beans.	337 mg/100g	290 mg/100g	240 mg/100g
13. Canned Fish	13.1 Canned fish	Shelf stable tuna and salmon e.g., canned tuna and salmon, tuna in pouches, and shelf stable marinated tuna steaks.	374 mg/100g	350 mg/100g	330 mg/100g
14. Seasoning Mixes	14.1 Dry seasoning mixes	Dry seasoning mixes, e.g., meatloaf, chili, and stew seasoning packets. Excludes dry soup (see 8.3), spices, herbs, and seasoning salts.	415 mg/serving ³	350 mg/serving ³	290 mg/serving ³
15. Nut Butters	15.1 Nut butters	Peanut, almond, cashew, and soy nut butters. Excludes pastes and creams e.g., tahini (sesame seed paste).	457 mg/100g	410 mg/100g	340 mg/100g

Notes: All targets apply to the sales-weighted mean sodium per 100g with the following exceptions:

1. Maximum indicates upper limit of sodium per 100g.
2. Weighted mean and targets are per amount specified.
3. Weighted mean and targets are per product label serving.
4. Weighted mean and targets are per 1 cup yield of prepared product, not including sodium added during preparation.

Target Development: The National Salt Reduction Initiative Packaged Food Database includes nutrition and sales information for 62 packaged food categories. The initiative baseline is calculated from a database that contains 2008 Nielsen sales data linked by Universal Product Code to nutrition data. Sales-weighted mean sodium in milligrams per 100 grams was calculated for the top 80% of market share in each packaged food category. Targets are percent reductions from the sales-weighted mean sodium and incorporate feedback received, including during the technical comment period.