

# PUBLIC-PRIVATE COLLABORATION ON SALT REDUCTION IN JAPAN

**A HEALTHIER LIVES INITIATIVE FROM CHL JAPAN IN PARTNERSHIP WITH CHIBA CITY**

The mission of the **CGF Collaboration for Healthier Lives** team in Japan is to solve health issues by improving nutrition, preventing lifestyle-related diseases, promoting employee health, through collaboration with government and academia, to "live better longer". **CHL Japan** aims to achieve CSV and improve economic value of the company, and hope that our best practices will impact other regions.

In April 2022, CHL Japan renewed their partnership with Chiba city to support the ambition of **'Improvement of Eating Habits to Enhance Health of Chiba Citizens'** to actively support salt reduction with the support of CGF member companies - AEON Co., Ltd., Ajinomoto Co., Inc., Kokubu Group Corp., Kikkoman Corporation and S&B Foods Inc. to collectively tackle salt reduction. This collaborative action is in support of the WHO global benchmarks to encourage countries and industries **to reach the WHO target of 30% reduction in global salt/sodium intake by 2025.**

**CHL Japan** continues to work towards improving eating habits and increasing awareness of the effects of high salt consumption in Japanese diets.



## SUMMARY OF 2022 ACTIVITIES

**58%**



of consumers are aware of the need to reduce salt in their diets and are willing to take action - but need to be nudged.\*

**71%**



of customers claimed to change their behaviour, in buying less high-salt products.\*

**6%**



increase in sales in low-salt products.

\* From an on-line consumer survey held in Jan 2022 (n= 494)



In collaboration with:

