



# THE Main INGREDIENT

September/October 2018

CHECK OUT OUR WEBSITE  
View our full catalogue online

[malabarsuperspice.com](http://malabarsuperspice.com)

## The Alternative to Sodium? **POTASSIUM!**



Sodium is the sixth most abundant mineral on earth. As humans, our bodies need a very small amount of sodium to conduct nerve impulses, contract and relax muscles and maintain the correct balance of water and minerals. So, what is a small amount? How are we doing in reducing our salt intake? And is there an alternative to this popular flavour enhancer?



## Benchmarks + Balance

**Around the world, high blood pressure (or hypertension) affects about 1 billion people.**

According to Health Canada, Canadians – of all ages – consume too much salt. A major source of the sodium in our diet comes from processed food. Since the prevalence of hypertension and cardiovascular disease (CVD) remains high, sodium reduction continues to be a public health priority.<sup>1</sup> In 2007, Canada's Minister of Health established a Sodium Working Group to develop a strategy for reducing sodium intake. It was found that the average sodium intake of Canadians was 3,400 milligrams (mg) of sodium each day.<sup>2</sup> The World Health Organization's (WHO) recommendation is for less than 2,000 mg of sodium daily.<sup>3</sup> Along with education and awareness programs for consumers, Health Canada also published its 2012 "Guidance for the Food Industry on Reducing Sodium in Processed Foods". This report provided recommendations, with benchmarks for sodium reduction in key food groups, to be phased in starting in 2012, with lower targets for 2014 and 2016. These were ambitious goals! How did we do? Are we managing the balance between what tastes good vs. what's good for optimum health?





**salt**  
RECOMMENDED  
MAXIMUM  
DAILY INTAKE OF  
**2,300 mg**

## WE ARE STILL TOO FOND OF **the shaker**

In 2017, Health Canada collected data on sodium levels to evaluate food manufacturers' progress toward reaching the 2016 targets. On January 15 this year, the progress report was published.<sup>2</sup> The results of the evaluation show that sodium reductions in most categories of processed foods were only modest. The average sodium intake of Canadians is currently estimated at 2,760 mg per day – still above the recommended maximum daily intake of 2,300 mg. There are other options.

OPTIONS FOR FOOD PROCESSORS  
AND CONSUMERS TO

## further reduce sodium intake

Potassium! Currently, most of us significantly under-consume potassium. According to both Health Canada and the US FDA, it is recommended that we consume at least 4,700 mg of potassium daily. Estimates show that the average intake of dietary potassium is only 1,997 mg per day (US study – Paul K. Whelton). Based on this significant deficiency and because of potassium's role in reducing blood pressure, both Health Canada and the US FDA have mandated the inclusion of potassium content within their respective nutrition facts panels.

**“Ensuring you consume enough potassium may help counterbalance the negative affects of consuming too much sodium.”**



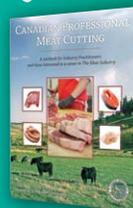
**potassium**  
RECOMMENDED  
DAILY INTAKE OF  
AT LEAST  
**4,700 mg**



### did you know?

Canada's Safe Food for Canadians Regulations are set to go into effect on January 15, 2019. One of the key elements is the requirement for many businesses to have a Preventive Control Program (PCP). Check out the CFIA website for details:  
[www.inspection.gc.ca](http://www.inspection.gc.ca)

The Canadian Professional Meat Cutter's Association released their new full-colour hard-cover edition of the 'Canadian Professional Meat Cutting' textbook. It will be used for training programs and apprenticeships, as well as by industry practitioners. To learn more, or to order your copy, visit  
[www.meatforce.ca](http://www.meatforce.ca)



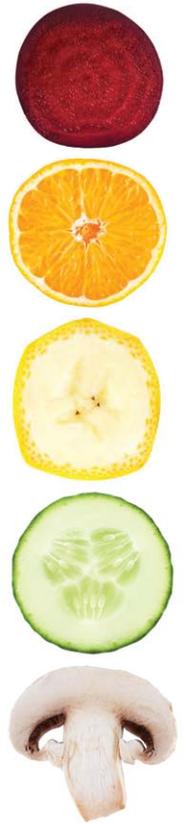
According to Global Meat News, the World's Best Steak title was awarded to JN Meat International from Denmark for their grass-fed Ayrshire Sirloin steak raised in Finland. It was the 4th year for the Challenge, which took place at the Magic Roundabout in London, England, on July 4<sup>th</sup> with entries from 22 countries.  
[www.globalmeatnews.com](http://www.globalmeatnews.com)  
July 4, 2018)

# Salt + Potassium play nicely

Potassium is an electrolyte and one of seven essential macro-minerals. It regulates the body's fluid balance, helping move nutrients into cells and removing cellular waste to control the electrical activity of the heart. It also helps maintain healthy bones and can reduce the risk of kidney stones. According to the WHO Fact Sheet on Salt Reduction, "increased potassium intake reduced systolic and diastolic blood pressure in adults."<sup>4</sup> Scientists continue to research how potassium and sodium together play a significant role in regulating blood pressure and bone health.

For those of us who consume too much salt, one way to flush it out of our body is to consume more potassium<sup>4</sup>. In fact, potassium is an excellent alternative when considering sodium reduction. Foods rich in potassium include such simple options as bananas, beets, oranges, cantaloupe, potatoes (and sweet potatoes), mushrooms, peas and cucumbers.

For food processors, salt (sodium chloride) is an economical and multifunctional ingredient that cannot be removed completely. The solution to reducing it is adding a combination of sodium and potassium. Advances in the production of potassium chloride have eliminated the traditional bitter taste, without impacting its functionality. This makes it the ideal partner for sodium across all food categories. Soups, sauces, cheeses, snacks, baked goods and meat/poultry products can all be reformulated successfully, without compromising taste or shelf life.



## THE DILEMMA: Salt is Essential for Food Production



Extends Shelf Life



Enhances Texture & Flavour



Nutrient Source



Binder



Controls Fermentation Rate



Reducing **Salt** Alone has Major Limitations

## in the news – a global perspective



The WASH (World Action on Salt and Health) website has an interesting collection of recent news on salt issues around the world.



In Portugal, the government says bread and toast are the biggest contributors to its citizens' high salt intake.



The 2018 "Eat Right Movement" in India is encouraging food producers to cut salt and sugar and eliminate trans fats.



The first national study on salt intake in Iran was published in July of this year.

Learn more about all of it here: [www.worldactiononsalt.com/news/salt-in-the-news/](http://www.worldactiononsalt.com/news/salt-in-the-news/)

# Featured Products



## SUPER SPICE ALTERNATIVES to Sodium Salt



Malabar is your source for great tasting sodium-reduced options. We're very proud to be the Canadian partner for NuTek Food Science and their naturally sourced potassium salt products including:

### Commodity Potassium Salt (KCL)

This product is a specification match to other food grade KCL products.

### NuTek Salt Single Crystal

This is an encapsulated potassium salt with a drying agent forming one single, integrated crystal. Sodium reduction targets of up to approximately 50% can be achieved with 1:1 replacement of removed sodium salt.

### NEW! NuTek Combined Crystal

Potassium salt and sodium salt are combined into one crystal to provide up to 35% sodium reduction. It looks, feels and tastes like sodium salt and allows for a full replacement of sodium salt for ease of use, without compromising functionality or food safety.

## president's message

What's in a word? When we see the word salt on our food labels we all know that it refers to sodium chloride. With the consumer push for clean label, would they still purchase the food product if it was labelled as 'sodium chloride' instead of 'salt'? This is the same labelling hurdle that exists for potassium chloride.

Currently, Health Canada will only allow the term 'salt' as a reference to sodium chloride. Consumer acceptance has been studied to show that 'potassium salt' improves consumer understanding and acceptance<sup>†</sup> of potassium chloride as an essential nutrient. This acceptance for labelling would also support and encourage more food processors to develop foods that are both lower in sodium and higher in potassium – and that is a winning combination!

<sup>†</sup> US FDA Citizen Petition from NuTek Food Science:  
<https://regulations.gov/document?D=FDA-2016-P-1826-0001>

Doris Valade  
President,  
Malabar Super Spice Co. Ltd.



## upcoming 2018 events

### October 14 - 17

Pack Expo International, McCormick Place, Chicago IL.  
[www.packexpointernational.com](http://www.packexpointernational.com)

### October 19 - 20

Ontario Independent Meat Processors Association Biennial Conference, Blue Mountain Valley, Ontario. Includes industry guest speakers and tabletop exhibits.  
[www.oimp.ca/the-meating-place/](http://www.oimp.ca/the-meating-place/)

### November 13 - 15

Basic Sausage Short Course, Iowa State University Meat Laboratory.  
[www.ans.iastate.edu/meatcourses](http://www.ans.iastate.edu/meatcourses)

<sup>1</sup>Sodium Intake of Canadians in 2017: <https://www.canada.ca/en/health-canada/services/publications/food-nutrition/sodium-intake-canadians-2017.html> CITATION

<sup>2</sup>Sodium Intake of Canadians in 2017: <https://www.canada.ca/en/health-canada/services/publications/food-nutrition/sodium-intake-canadians-2017.html>

<sup>3</sup>World Health Organization - Salt Reduction: <http://www.who.int/news-room/fact-sheets/detail/salt-reduction>

<sup>4</sup>Potassium and sodium out of balance, April 2009. Harvard Heart Letter: [https://health.harvard.edu/newsletter\\_article/Potassium\\_and\\_sodium\\_out\\_of\\_balance](https://health.harvard.edu/newsletter_article/Potassium_and_sodium_out_of_balance)



Look for our next edition in November/December 2018

Malabar Super Spice Co. Ltd., 459 Enfield Road, Burlington, Ontario L7T 2X5 [www.malabarsuperspice.com](http://www.malabarsuperspice.com)

For more information on any of the subjects covered in this newsletter, or to suggest topics you'd like to see covered in future editions, please contact Tammy Raspberry at [orders@malabarsuperspice.com](mailto:orders@malabarsuperspice.com)

Malabar takes your privacy very seriously, and we do everything in our power to safeguard it.

We NEVER rent, sell, lend or otherwise circulate our mailing lists or other contact information to anyone outside of Malabar.

