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The challenges and successes of salt, sugar and fat reduction program to prevent NCDs (Iran experiences)

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In January 2015, WHO released a global estimate report, which showed more than 1.9 billion overweight adults including 600 million obese people in 2014. Unbalanced diets and low physical activity can contribute to chronic diseases. 65% of Iranian adults 40-64Y are overweight and obese, 45% with hypercholesterolemia and 47% are hypertensive and 42% have low physical activity and 16% identified and non-identified diabetes in total. The studies show that 80% of CVD and Diabetes and 40% of cancers are preventable by controlling the above risk factors and dietary patterns have a pivotal role in the control of NCD's. Two main restrictive policies which performed by Iranian authority to minimize the consumption of fat, salt and sugar: The first one is putting the tax for unhealthy food products and the updated list of unhealthy food products are published every year by Ministry of Health. In this program, tax of unhealthy foods spends on healthcare system. The second strategy is designing of a food traffic light labeling system which easily helps to estimate amounts of fat, salt, sugar and trans-fatty acids in one serving of food products. This system of labeling is mandatory for all of the industrial food products. Within 3 years, we could succeeded to reduce 1- 2.5% salt in bread, snacks, cheeses and sauces. The standard of salt in bread decreased from 2.3% to 1.8% and then 1% in 2016. According to the legislations and operational plans SFA in oil products was reduced to <25% and in food products such as snacks, biscuits and confections <30%. TFA was reduced from >20% to <8% in food products and <2% in edible oils in 2016. As a future plan, the road map in the national nutrition policy and food security in Iran by 2025 is mainly emphasizing on NCDs.

Biography

Majid Hajifaraji is a Research Associate Professor in Nutritional Sciences of the National Nutrition and Food Technology Research Institute (NNFTRI), and has been served as Dean of Faculty of Nutritional Sciences and Food Technology (FNSFT) from 2010- 2015 and President of Iranian Nutrition Society (INS) from 2011-2015. He has a PhD in clinical nutrition program at Kings College, London University.

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