The road to Optimum Nutrition through food fortification

Food fortification is essential FOR OPTIMUM NUTRITION to stamp out nutrient deficiencies to combat malnutrition.

Salt is an ideal carrier

FOR NUTRIENTS wide-spread consumption low fortification costs

Salt as a carrier

FOR FOLIC ACID, IODINE OR FLUORIDE avoids over-exposure doesn’t discriminate against social classes dietary preferences

Iodised salt is important

FOR OPTIMUM HEALTH

brain development cognitive ability healthy thyroid

Consumers need informative packaging

ABOUT NUTRIENTS PRESENT IN A PRODUCT

to inform choices to improve education

EUsalt calls for fortified table salt to be exempt from nutrient profiles, and for food products using fortified salt to be able to reference this fortification on their packaging.

#PureSalt