



Portrait of sliced processed meats

available in Quebec 2017-2018



The Observatory's mission is to monitor the evolution of the food supply with the goal of improving its quality and accessibility. Sectoral studies make it possible to situate the nutritional quality of the food purchased in Quebec and to track it over time.

1 Sodium – The analysis of the 361 sliced processed meats listed shows that:

Almost all sliced processed meats offered and sold¹ exceed the 15% daily value threshold for sodium² (350 mg). Coarsely and finely ground meats, trimmings and 80-100% whole muscle most often exceed this threshold.

Two thirds (65%) of the sliced processed meats offered also exceed Health Canada's voluntary sodium reduction targets³ (467.5 mg/100 g), including 91% of coarsely ground meat.



Almost all sliced processed meats contain more than 350 mg of sodium/serving

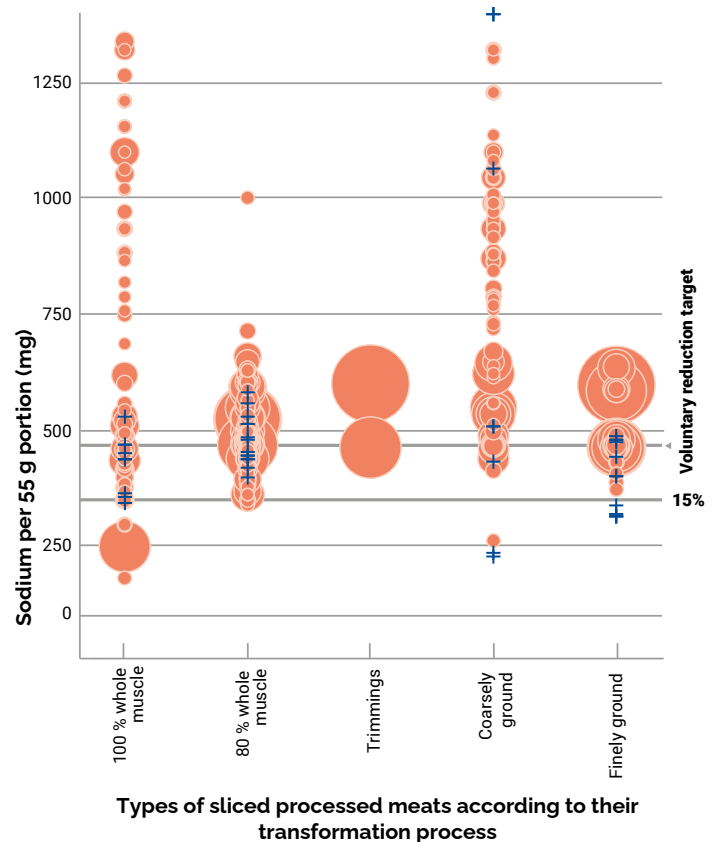


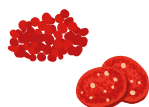
Figure caption: Each point represents a product that was analyzed according to its classification (horizontal). The larger the circle, the greater the sales volume. The higher the point, the higher the sodium content (vertical). Crosses (+) represent products for which sales data were not available.

¹ Sliced processed meats sold are those for which sales data were available (n=317/361). For example, they do not include vegetarian options (9 products).
² Daily value threshold: As recommended by Health Canada, represents a high amount of a nutrient for a reference quantity (55 g).
³ Voluntary sodium reduction targets are established for each food category by Health Canada in collaboration with researchers to ensure that they are realistic.

2 Classification of sliced processed meats according to the transformation process, in decreasing order proportion:



> 80 % < 100 % whole muscle (38.8 %) :
Sliced processed meat made of whole muscle consisting of pieces of which more than 80% weigh at least 25 g each (e.g., cooked ham).



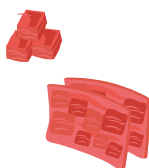
Coarsely ground (27.7 %) :
Sliced processed meat that can be mechanically separated and that is made of coarsely ground meat (e.g., salami, pepperoni, chorizo).



100 % whole muscle (23.3 %) :
Sliced processed meat made of 100% whole muscle (e.g., roast beef, prosciutto).



Finely ground (9.7 %) :
Sliced processed meat that can be mechanically separated and that is made of finely ground meat (e.g., bologna, faux-chicken, vegetarian options).

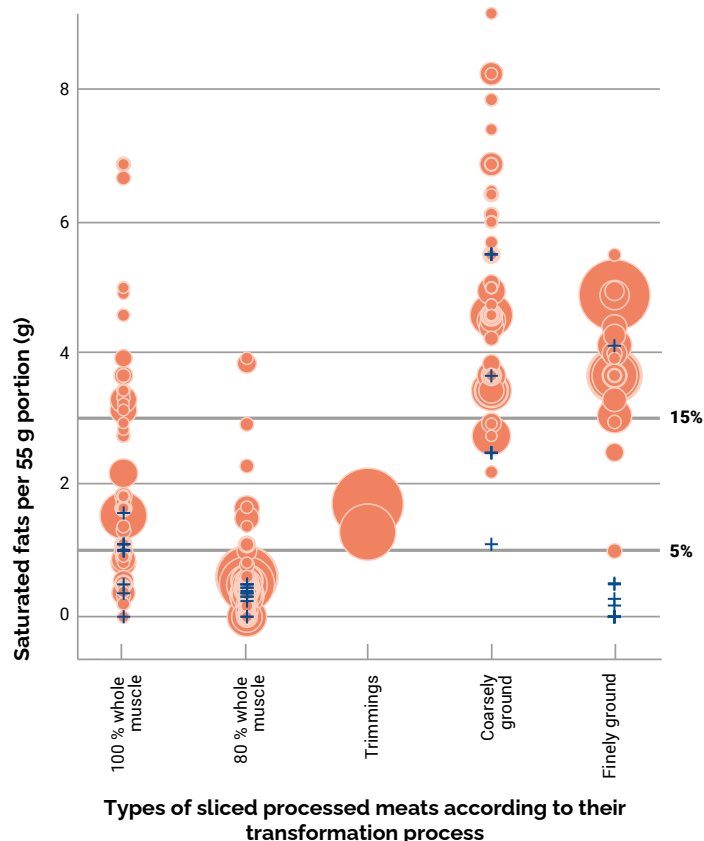


Trimmings (0.6 %) :
Sliced processed meat consisting of at least 20% pieces that weigh less than 25 g each. These meats must contain the term "ground" in their name (e.g., sliced ham).

3 Saturated fats – The analysis of the 361 sliced processed meats listed shows that:

More than one third (37%) of sliced meat offered exceed the 15% daily value threshold (3 g) for saturated fats, including the majority of coarsely ground meats (91%), 100% whole muscle (79%) and finely ground (60%).

In terms of sales, 89% of coarsely ground meats and 98% of finely ground meats exceed this 3 g threshold.



4 Conclusion & course of action

Given their high sales volume as well as high sodium and saturated fat content, monitoring and improvement strategies should be focused on coarsely and finely ground processed meat types.

The data in this sliced processed meats portrait come from:

protégezvous → Nutritional composition
nielsen → Consumer purchases

The steps to create this portrait are:

