

"Salt, less is more"

- IFFI network event
- Miele Experience Center, Vianen
- 15 May 2025



Moderator

Michael Rutgers

Associate Partner, ADJ organisatieadvies
Former Director Longfonds



Program

- 13:30 Opening
- 13:45 Salt, a silent killer
- 14:05 A healthy population, the role of retail
- 14:25 Reducing salt, from a sugar perspective
- 14:45 Break
- 15:15 Parallel sessions (I and II)
 - Round I: Yama, NBC, SHIFT-SALT*
 - Round II: Nedmag, Kerry, Corbion*
- 16:25 Plenary session/feedback
- 16:55 Closing
- 17:00 Drinks and dinner

Dirk Lodewijk, IFFI & Tom Oostrom, Nierstichting
Martin de Borst, UMCG
Chantal Goenee, Lidl
Rens Vandeberg, DiabetesFonds



Opening



Dirk Lodewijk
Chair, IFFI



Tom Oostrom
Director, Nierstichting



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IFFI Members

Growing better business



Salt, a silent killer!

Martin de Borst

Nephrologist, UMCG

Professor of Medicine, RUG



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A healthy population, what is the role of the supermarket?

Chantal Goenee

Advisor Sustainability and Health
Lidl



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Reducing salt, from a sugar perspective!

Rens Vandenberg

Deputy Director / Manager Knowledge & Information
Diabetes Fonds



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Diabetes
Fonds

Salt, less is more! Culinary surprise

Tim Golsteijn

Chef de Cuisine, Restaurant Bougainville
Chef Ambassador Nierstichting



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Parallel sessions

Round I

15:15 – 15:45



Room MCC 1

Yama's view on salt reduction

Laurine Krol – Product Developer, Yama Products

Martijn Muijsers – Key Accountmanager, Yama Products



Reformulation of bakers salt

Babs Bruil – Project Manager, NBC

Studio 1899



SHIFT-SALT, toward healthy diets by salt reduction in soups and sauces

Ariette Matser – Sr Scientist Sustainable Processing, WUR

Dave Jung – Manager R&D, Euroma

Room MCC 2

Parallel sessions

Round II

15:50 – 16:20



KERRY

Room MCC 1

Crunching down on sodium, how to retain essential flavours?

Sheelagh Pentony – VP Marketing, Kerry



NEDMAG



How to improve Nutriscore with natural Novasal

Anko Vos – Business Development Manager, Nedmag

Daan Faber – Founder, Mister Kitchen

Studio 1899



Corbion

Room MCC 2

How to reduce sodium content without losing critical functionality?

Stefan de Wit – Director Product Management, Corbion

Break & demo's/tastings



Plenary session



Chih-Sung Ma
Yama Products



Renee Boerefijn
Cargill



Halbe Vogel
Vogelvlucht

Round I:

1. Yama, a view on salt reduction
2. NBC, reformulation of bakers salt
3. SHIFT-SALT, towards healthy diets

Round II:

1. Kerry, how to retain essential flavours?
2. Nedmag, how to improve Nutriscore?
3. Corbion, how to retain functionality?

Closing



"Salt, less is more"

Drinks & Dinner

