

# FAQ



Reduce the salt content in your products in a unique way while preserving their taste.

[Find out the questions we are most frequently asked.](#)

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## QUESTIONS GÉNÉRALES

### What is Posidonia?

Posidonia is a 100% natural product harvested in the saltworks of Formentera in Spain. Posidonia has a unique flavor with only 8% sodium. Using Posidonia allows you to substantially reduce (up to 30%) the level of salt in your products while preserving their taste.

### What makes it different from a traditional salt?

Common salt generally contains 40% sodium compared to only 8% sodium for Posidonia. Posidonia is marketed in liquid form.

### Why is Posidonia is in liquid form?

It is in this form that we achieve the perfect balance between the salty taste and low sodium content. If we allow all the water to evaporate, we obtain a conventional sea salt with 40% sodium.

### Is Posidonia a natural ingredient?

Yes. Our supplier is the Mediterranean Sea and our main machines are the sun and the wind. Our product is collected as it is in the Formentera saltworks and is then simply filtered at 20 micrometers to remove impurities and possible micro-plastics.

Since 2015, our product has been certified "Eco-Garantie" by Certisys and is used in organic products in many countries.

### How is Posidonia collected?

The sea water around the island of Formentera is naturally filtered and oxygenated by an underwater plant called oceanic Posidonia. This water enters a saltwater lake through a channel called Sa Sequi.

In the lake and under the effect of evaporation, the water is concentrated in salt. In case of contamination of the sea water, this canal can be closed to prevent contamination of the saltworks.

This water is then channeled into the saltworks where it is concentrated in minerals and gets its salty taste.

When we achieve a perfect balance between marine minerals, low sodium content and a perfectly balanced salty taste, we collect the product in liquid form. It is then filtered at 20 micrometers to remove impurities and possible micro-plastics.

### What is the benefit of using Posidonia?

By using Posidonia as an ingredient, you substantially reduce the amount of salt in your products while preserving their taste, quality and shelf life.

## THE SALT

### What is the average salt consumption?

WHO estimates that the vast majority of the world's population consumes between 9 and 12 grams of salt per day on average, which is twice the maximum recommended intake of 5g.

 Source : [www.who.int](http://www.who.int)

### What is the difference between salt and sodium?

Sodium is one of the mineral components of salt. In 1 gram of salt, there is actually 400mg of sodium. To calculate the salt content, simply multiply the sodium content by 2.5%.

### What foods contain salt?

Salt is normally made up of 40% sodium and 60% chloride. Sodium is found naturally in a variety of foods, such as milk, meat and shellfish.

However, almost 80% of salt intake is provided by processed foods. The products that contribute the most to salt intake are:

- **bread and toast** (30% of the daily intake);
- **delicatessen** (20% of the daily intake);
- **cheeses** (20% of the daily intake);
- **ready meals, soups and stews or certain condiments** (soy sauce or fish sauce, for example);
- **quiches, pizzas and sandwiches;**
- **snack products.**

Sodium is also found in sodium glutamate, a food additive used in many agri-food products.

### What is the impact of salt on health?

First of all, it is important to remember that salt is necessary for the functioning of the body.

The minerals it contains - sodium and chloride - are involved, for example, in the transmission of nerve signals or muscle contraction. Inadequate salt intake is extremely rare.

It is evident to the medical community today that diet plays a decisive role in the health of individuals and populations. This is even more true when it comes to the development of non-communicable diseases (NCDs) such as cancer, cardiovascular diseases, diabetes and obesity.

 For more information visit: <https://ec.europa.eu/jrc/en/health-knowledge-gateway/promotion-prevention/nutrition/salt>

## What is the impact of salt on cardiovascular diseases?

In the context of non-communicable diseases (NCDs), over-consumption of salt is recognized as one of the risk factors for high blood pressure leading to cardiovascular diseases, stroke and other diseases, including stomach cancer. Excessive consumption may promote the urinary elimination of calcium and thus promote osteoporosis, a disease that causes bones to become fragile and can lead to the development of fractures.

WHO estimates that **2.5 million deaths could be prevented** each year if global salt consumption were reduced to the recommended level of no more than 5g/day.

🌱 Source: <https://www.who.int/en/news-room/fact-sheets/detail/noncommunicable-diseases>

## Why is salt a public health issue?

WHO has adopted numerous health plans over the past 10 years to control non-communicable diseases (NCDs). For example, in its «Montevideo Roadmap 2018 - 2030», WHO reaffirmed the goal of reducing NCD deaths by one third by 2030. This roadmap has been backed up by concrete commitments from member countries. For example, member countries have set themselves the target of a **30% reduction in salt consumption by 2025**.

Salt reduction is therefore no longer an option and will be effective in the coming years. Salt remains a real public health concern.

🌱 For more information visit: <https://www.who.int/dietphysicalactivity/reducingsalt/en/>

## ENVIRONMENT

### What is the impact of Posidonia production on the biodiversity of the island of Formentera?

The first traces of salt-making activity in Formentera date back to Phoenician times, more than 2,600 years ago. Since that time, the fauna and flora have adapted to the regulation of the salinity of the water by means of saline activity. However, between 1985 and 2009, salt production on the island of Formentera was stopped for economic reasons. It resumed in 2009 at the request of UNESCO in order to protect biodiversity on the island. Several reports by independent biologists confirm that the population of birds and other animals has been growing steadily over the last 10 years, thanks to salt production on the island of Formentera. All the local actors are informed about our activities and support us, considering us an essential actor in the preservation of heritage and biodiversity on the island.

#### 4 commitments for the preservation of the environment in Formentera:

- Maintaining a high salinity level in submerged areas to enhance the development of mollusks such as *Artemia Salina*, which will then serve as food for the flamingos and other birds present in the park;
- Repairing the walls of the saltworks to protect nests and eggs from rising water levels;
- Posidonia's commitment to support the Natural Park in its efforts to collect waste left by tourists or brought in by the waters of the Mediterranean;
- Maintaining the fishermen's huts and renovating other buildings in the saltworks, also allowing visitors to enjoy this exceptional heritage and immerse themselves in the history of the Saltworks.

### What is Posidonia's carbon impact?

Since 2016, Posidonia has been certified CO<sub>2</sub>-Neutral by the CO<sub>2</sub>logic company. This company helps us every year to calculate our CO<sub>2</sub> emissions, to reduce them (for example by promoting multimodal logistics) and then invest in projects that allow us to offset our CO<sub>2</sub> emissions.

### What does the «Eco Garantie» label mean?

Since 2012, all of Posidonia's products comply with these strict specifications, which are equivalent to what is expected of organic food. Our products do not contain any chemicals or anti-caking agents. They are produced according to ancestral techniques in order to minimize the impact of industrialization on this thousand-year-old site.

For more info please contact us on +32 2 899 38 98 or via [info@posidonia.be](mailto:info@posidonia.be)

## MARKETING

### Why should you market reduced salt?

Marketing reduced salt in your products sets you apart from your competitors, attracts new salt conscious customers and makes a public commitment to their health.

### How do you advise me to market?

Salt is found in a lot of processed products. Posidonia is therefore a unique and natural solution to promote an improvement in the quality of your products without any change in taste. Certified CO2 Neutral (sustainable product) and coming from saltworks classified as a UNESCO World Heritage Site (natural product), Posidonia offers a lot of marketing possibilities.

The means and lines of marketing are multiple and must be part of a global plan highlighting the benefits of salt reduction: in-store marketing (window displays, bread bags, banners, etc.), poster campaigns, press, social networks, specialized trade fairs, opinion leaders, etc.

To make your marketing plan a success, we can support your marketing teams and share the best practices of our other clients.

### How do you advise me to market?

For effective marketing campaigns, we have identified 3 main targets:

- **The end consumer:** a differentiating element for your target customer.
- **The medical world:** Posidonia is a unique way to reduce salt in a natural way and stands out from the methods traditionally used by the industry. We have established partnerships with medical associations in several European countries.
- **The political and institutional world:** WHO countries have committed themselves to reduce salt levels by 30% by 2025. By reducing the salt level today, you can position yourself as a pioneer in your market and as a virtuous player.

### Why you should only advertise starting from 25% salt reduction?

According to Regulation 1924/2206 of the European Parliament and of the Council of 20 December 2006 on nutrition and health claims made on foods, a reduction in salt in a finished product may only be advertised from a minimum reduction of 25%.

### What results can I expect from a marketing campaign?

For our clients with whom we worked, sales increased between 8 and 15% depending on the marketing campaigns. These figures clearly show that the subject is of interest to consumers and shows the importance of a marketing campaign.

Do you have any other marketing questions?

Contact us on +32 2 899 38 98 or via [info@posidonia.be](mailto:info@posidonia.be)

## PRODUCTION/R&D/QUALITY

### **In which products can Posidonia be used?**

Posidonia can be used in any food product that contains salt.

Currently, Posidonia is used to reduce the salt content in bread, ham, fish, pizza, ready meals and sauces.

### **What are the exact components of Posidonia?**

You will find a complete analysis of the product in its data sheet. This analysis is carried out by an independent laboratory for each day of production. You will therefore be able to obtain a complete analysis certificate for the batch delivered to you.

### **Is Posidonia stable as a product?**

Posidonia is a very stable product. A sample is taken during each production day and analysed on about 30 indicators by an independent laboratory. In 8 years, we have never had any analysis that did not meet our quality standards.

### **Is it possible to have Posidonia in solid form?**

No, our product is only available in liquid form.

### **Since Posidonia is in liquid form, should we reduce the volumes of water?**

Not necessarily. Generally, the addition of liquid with Posidonia is very small compared to the complete recipe. This point must be considered on a case by case basis (feel free to ask us for advice).

### **What is the impact on our industrial production cycle?**

Replacement is very convenient and Posidonia is used by both agribusiness giants and craftsmen. Our customers are willing to share their best practices for implementation and use of Posidonia.

### **What is the impact on the use-by date?**

The use of Posidonia has no impact on the shelf life of the products.

### **Does Posidonia contain micro-plastics?**

Microplastic is defined as plastic particles ranging from 50 micrometers to 5 millimeters. Posidonia is filtered at 20 micrometers and therefore does not contain micro-plastics.



## What are Posidonia's standards?

- ISO 22.000: <https://www.iso.org/iso-22000-food-safety-management.html>
- IFS Broker: <https://www.ifs-certification.com/index.php/en/standards/497-ifs-broker-en>
- Eco Garantie: <https://ecogarantie.eu/>
- CO2 Neutral: <https://www.co2logic.com/en/co2-neutral%C2%AE-label>
- ITI – 3 Stars: <https://www.taste-institute.com/en/home>

Finally, Posidonia is also certified FSSC 22.000 ([www.fssc22000.com](http://www.fssc22000.com)), which allows it to join the GFSI.

**Do you have any other production questions?**  
**Contact us on +32 2 899 38 98 or via [info@posidonia.be](mailto:info@posidonia.be)**

## SALES

### What is the impact of the use of Posidonia on the price of the final product?

As a rule of thumb, the impact is around 1% of the production cost.

### How is the ROI?

Using Posidonia allows you to substantially reduce the salt content of your products without affecting their taste. In this way you make a strong commitment to the health of your consumers while improving your Nutri-score. Thanks to Posidonia, you set yourself apart from your competitors and attract new customers who want to combine health and taste pleasure.

### Do you work with other players in the agri-food industry?

Yes, our main customers today are: Carrefour, Delhaize, Aldi, Manor, Starbucks, Boulangerie Ange, etc.

### What is the delivery time?

The delivery time is 3 weeks at the latest after receipt of your order.

### What is the term of payment?

The term of payment is 30 days after receipt of the goods.

### What is the minimum order quantity?

- IBC : 1 pallet of 1000L (1200kg)
- Bag in Box (10L) :
  - 1 standard pallet : 60 BIB de 10L (12kg)
  - 1 euro palette : 48 BIB de 10L (12kg)

**Do you have any other sales questions?**  
**Contact us on +32 2 899 38 98 or via [info@posidonia.be](mailto:info@posidonia.be)**

## LOGISTICS

### What type of packaging do you offer Posidonia salt in?

Posidonia is available in 1000L (1200kg) IBC and 10L (12kg) Bag in Box depending on the size of your production unit.

### What is your delivery time?

The delivery time is 3 weeks at the latest after receipt of your order.

### What is your production capacity?

We have an almost unlimited production capacity. Today we have a large stock in our warehouses in Tarragona (Spain). This allows us to guarantee supply to our customers all over Europe for 6 months. If necessary, we can also increase production at any time of the year (no seasonal effect) to increase our stocks and deliver to new customers in the shortest possible time. We can reach a production of 50.000 tons of salt per year.

### What storage conditions do you recommend?

It is advisable to store Posidonia salt at room temperature in a dry place, away from direct sunlight and to use it for a maximum of 6 months after opening.

### What is the shelf life of Posidonia?

As such, Posidonia does not have an expiry date. However, we recommend using the product within 6 months after opening.

### What happens to the empty packaging?

Empty IBCs are collected by specialized partners. They are then washed and reused by other actors in the agro-industry. Bag-in-box boxes can be separated from the pocket they contain. Both the bag and the cardboard can then be recycled.

**Do you have any other logistics questions?**  
**Contact us on +32 2 899 38 98 or via [info@posidonia.be](mailto:info@posidonia.be)**