Open Food Facts
The Wikipedia of food

Open data for a systemic impact on the food system
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Agenda

- The problem
- Who we are and the solution we build
- How we create and use open data
- How open data has systemic impact
- How to grow this impact in all of Europe
THE PROBLEM
Food is making us and the planet sick

Negative impacts are increasing:
- Obesity rates growing globally for 50 years
- Food = \( \frac{1}{3} \) of greenhouse gas emissions

The good news:
- More and more consumers willing act
- More and more producers listen to those consumers

The challenge:
- Giving the means to turn willingness into action
How do you choose the best product?
How to turn raw data into actionable information?
WHO WE ARE, WHAT WE DO
Our mission: create and give the means to act

Open Food Facts is a movement for transparency and openness and a community of engaged actors to:

- Gather and publish in an open digital public good all the data about food and food products
- Create tools to empower everyone (consumers, producers, researchers, governments, citizens, companies, NGOs...) to find and deploy solutions
A Wikipedia for food products

2.5M products from 160+ countries in open data

Data sources:
1. crowdsourcing
2. food industry

Transparency becomes the norm!
Actionable information and knowledge

Scan the FOOD from your everyday LIFE

A scan that truly MATCHES who you are!

Get the full picture! For your HEALTH

Get the full picture! For the ENVIRONNEMENT

A great match for you!

Product
Brand, 250g

- Palm oil
- Vegetarian
- Gluten free
- May not be vegan

Very good nutritional quality
Low environmental impact

Health

- Very good nutritional quality
- It’s recommended to limit sugary beverages, fatty, sweet, salty & ultra-processed foods. Also limit products with a Nutri-Score of D/E.
- 19 calories per 100g
- 10 minutes walking to burn off
- 1 of your 5 a day: Part of your recommended allowance of fruits and vegetables

Environment

- Low environmental impact
- Carbon footprint: Equal to driving 2km in a petrol car (1.87kg CO2 / kg of product)
- Packaging: None
Improve the formulation of products

Open Food Facts pushes recommendations to producers based on automatic analysis of product data and comparison with similar products on the market.

Improved nutritional profile over time
Our story

The world's largest open source food database

2012
Launch of the Open Food Facts database

2015
First public launch of the Nutri-Score on Open Food Facts

2016
Nutri-Score is voted in French law

2018
Rating of ultra-processed foods with Nova

01–2021
Launch of the Eco-Score

2022
New App & international expansion

2.9 M users/month
HOW WE CREATE AND USE OPEN DATA
How we create open data

Open Food Facts open database:

- **food products raw data** from crowdsourcing + industry + machine learning: ingredients, nutrition facts, labels...
- **enriched data**: detailed ingredients analysis, Nutri-Score, Eco-Score...

Published as open data (Open Database Licence)

- re-used by **200+ apps and services**
- used in **50+ research papers** (long term impact of food on health, adequation of Nutri-Score for different European countries...)
Open data we use to build impactful solutions

- EFSA risk assessments for additives: shown in app and website
- EU food establishments lists: link products to factories
- CIQUAL (FR) nutrition database: supplement nutrition data
- AGRIBALYSE (FR) Life Cycle Analysis database: foundation for the Eco-Score
- Wikidata: enhance multilingual categories and ingredients taxonomies
OUR IMPACT
WITH OPEN DATA
How open data has systemic impact on food

Consumers make better informed choices
- **directly** with the Open Food Facts app and website
- **indirectly** with the 200+ apps and services we enable
- **massively** with the front of pack labels (Nutri-Score) we support

Food manufacturers make better products
- Transparency provides both the **incentive + data** to improve

Scientists speed their research
- Readily available food products data to cross with cohorts data
- Worldwide data: **easy replication** of studies to multiple countries
Our impact with the Nutri-Score since 2015

- Start of the “5 colour score” display
- 630,000 products scored
- 7 countries adopted it
- Ecosystem around the Nutri-Score
- Improved nutritional profile

Avez-vous consulté la note Energie de votre frigo avant de l’acheter ?

Regardez la note nutritionnelle de ce que vous mettez dedans!
Our progress with the Eco-Score in 1 year

- Development of the Eco-Score in 50 countries using AI
- 350,000 products scored
- Adjusted by a consortium of food and digital experts
- Retailers adopt the Eco-Score

2020 - French government launches an initiative for a standardized environmental label

Adjusted by a consortium of food and digital experts

Retailers adopt the Eco-Score
The virtuous circle of food transparency

- **Data**: Open and reusable for a multitude of products
- **Products**: Healthier products, with a lower environmental impact
- **Usages**: Scientific knowledge and numerous applications
- **Commitment**: A more engaged community of contributors & raised awareness
- **Enlightenment**: Better-informed users and food producers

Source: Open Food Facts
HOW TO GROW THE IMPACT ACROSS EUROPE
A collaborative, free, open and worldwide project

Non-profit created in 2012
- 20M+ volunteers across the world
- Team of 8 full time employees

Main partners:
- FR health agency (Santé publique France)
- FR environment agency (ADEME)
- NLnet Foundation - NGI
- Google Impact Challenge for Climate
Help us connect to actors in your country

- Users and volunteers
- Food apps and services
- Food distributors and manufacturers
- National health agencies and environmental agencies
- Researchers
- Potential partners for EU projects
- Potential funders (public agencies, private foundations not linked to the food industry)