

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:

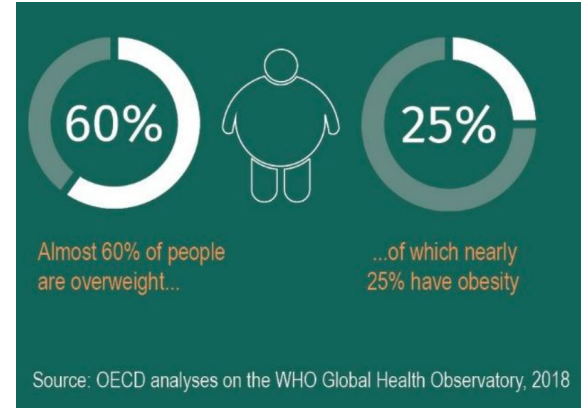
- Obesity rates growing globally for 50 years
- Food = 1/3 of greenhouse gas emissions

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?

FR BE LU TENDRE GENOISE RECOUVERTE D'UNE MARMELADE D'ORANGE ET D'UNE COQUE DE CHOCOLAT FIN - Ingrédients : Marmelade d'oranges 41 % [(sirop de glucose-fructose, sucre, pulpe d'orange 4,5 %, jus d'orange concentré 1,4 % (équivalent jus d'orange 7,8 %), pulpe d'orange concentrée 0,6 % (équivalent pulpe d'orange 2,6 %), gélifiant (pectines), acidifiant (acide citrique), correcteurs d'acidité (citrate de calcium, citrate de sodium), arôme naturel d'orange, épaississant (gomme xanthane)], chocolat 24,9 % [sucre, pâte de cacao, beurre de cacao, graisses végétales (illipe, mangue, saf, karité et palme en proportions variables), arôme, émulsifiant (lécithine de soja), lactose et protéines de lait], farine de blé, sucre, œufs, sirop de glucose-fructose, huile végétale (colza), poudre à lever (carbonate acide d'ammonium, diphosphate disodique, carbonate acide de sodium), sel, émulsifiant (lécithine de soja). **Peut contenir sésame.**

INFORMATION NUTRITIONNELLE / VOEDINGSWAARDE-INFORMATIE / NÄHRWERTANGABEN

	100g	1 biscuit (12,5g)	%* / biscuit
Énergie / Energie / Energiewert	1675 kJ/400 kcal	210kJ/50kcal	3 %
Graisses / Vetten / Fett	12,5 g	1,6 g	2 %
dont acides gras saturés / waarvan verzadigde vetzuren / davon gesättigte Fettsäuren	6,1 g	0,8 g	4 %
Glucides / Koolhydraten / Kohlenhydrate	66 g	8,3 g	3 %
dont sucres / waarvan suikers / davon Zucker	49 g	6,2 g	7 %
Fibres alimentaires / Vezels / Ballaststoffe	2,0 g	0,2 g	
Protéines / Eiwitten / Eiweiss	3,5 g	0,4 g	1 %
Sel / Zout / Salz	0,36 g	0,045 g	<1 %



**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!

The screenshot displays the Open Food Facts website interface. At the top, there is a navigation bar with a menu icon, the text "Country", and a user profile for "Stéphane Gigandet". Below this is the "open FOOD facts" logo and a search bar with the placeholder text "Search for a product". To the right of the search bar are the words "Discover" and "Contribute", and a "GET THE APP" button.

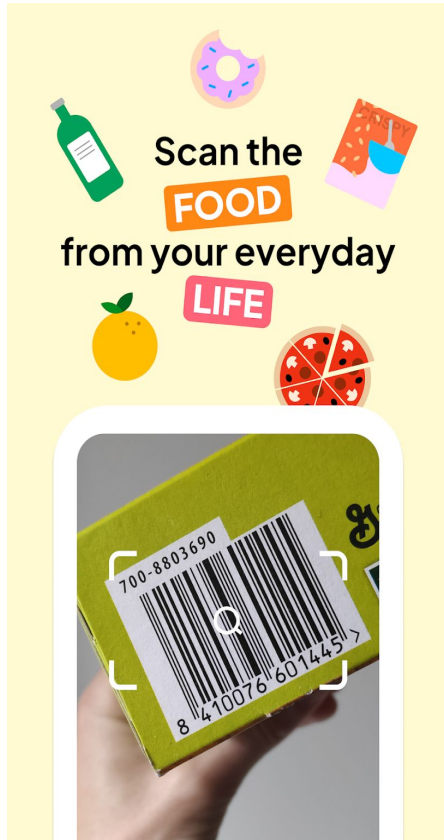
The main heading is "Open Food Facts - World". Below this, there is a secondary navigation bar showing "2,590,190 products", a dropdown menu for "Recently modified products", and another dropdown for "Explore products by...".

The main content area features a toggle switch for "Classify the 100 products below according to your preferences" and a button for "Edit your food preferences".

The products are displayed in a grid of 12 items, each with a match percentage, a product image, a title, a description, and an "eco score" badge. The scores are as follows:

- Very good match 77%: Houmous - Le Jardin De Corentin - 100 g (eco score 4)
- Very good match 77%: Risotto aux cèpes - riz de Camargue IGP, courgettes et petits pois - 100 g (eco score 4)
- Good match 75%: 20 oeufs poules élevés en plein air - Pleine Forme (eco score 1)
- Good match 56%: FINO Light - 1.8 l (eco score 2)
- Good match 55%: Tielles Sétoises - Maison Tino - 210 g (2 * 105 g) (eco score 3)
- Good match 51%: Sencha Japanese Green Tea - Pokka - 500 ml (eco score 1)
- Good match 50%: Cereal - Bio XXI - 200 g (eco score 3)
- Poor match 49%: Pistaches grillées à sec - Sel de Guérande - Vico - 100 g (eco score 3)
- Poor match 49%: Oeufs plein air - Pleine Forme (eco score 2)
- Poor match 46%: Chips de lentilles saveur tomate mozza - Vico - 85g (eco score 4)
- Unknown match 44%: Miel de Thym - Le Manoir des Abeilles - 350 g (eco score 2)
- Unknown match 44%: Avena instantánea - Princesa - 700 g (eco score 1)

Actionable information and knowledge



A scan that truly **MATCHES** who you are!

A great match for you!

Product
Brand, 250g

Nutri-Score
A B C D E **Very good nutritional quality**

eco score
A B C D E **Low environmental impact**

Contains:

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

Get the full picture! For your **HEALTH**

Health

Nutri-Score
A B C D E **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

Get the full picture! For the **ENVIRONNEMENT**

Environment

eco score
A B C D E **Low environmental impact**

Carbon footprint
Equal to driving 2km in a petrol car
1.87kg CO2 / kg of product

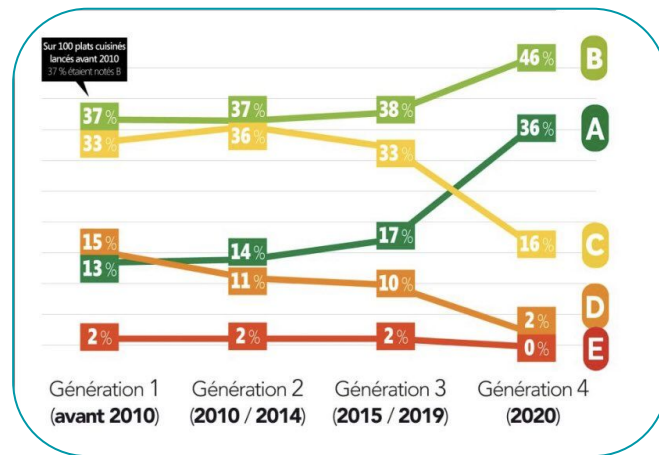
Packaging
Backing (Cardboard)
Seal (Cardboard)
Pot (Glass)
None

Improve the formulation of products

TOWARDS HEALTHIER 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

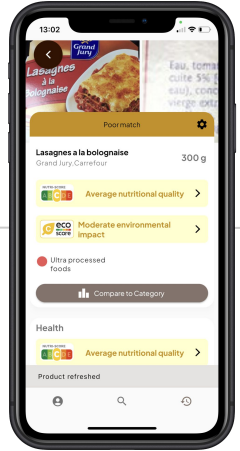


2018
Rating of ultra-processed foods with Nova

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

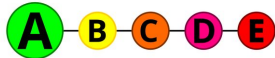
Scientists speed their research

- 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

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



Regardez la **note nutritionnelle** de ce que vous mettez dedans !

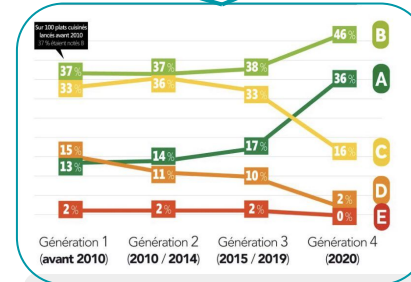


630 000 products scored

Ecosystem around the Nutri-Score



7 countries adopted it



Improved nutritional profile



Our progress with the Eco-Score in 1 year

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



350 000 products scored



Development of the Eco-Score in 50 countries using AI



Adjusted by a consortium of food and digital experts

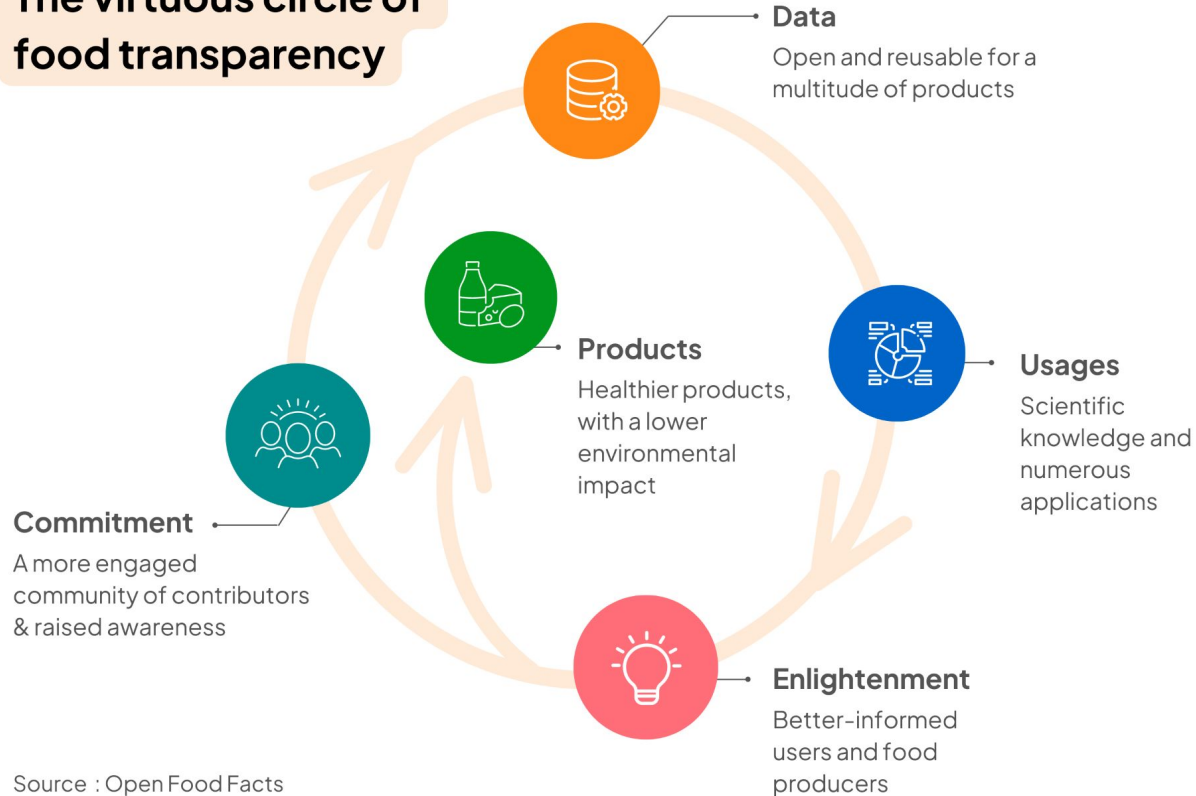


Retailers adopt the Eco-Score



The virtuous circle of food transparency

The virtuous circle of food transparency





**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

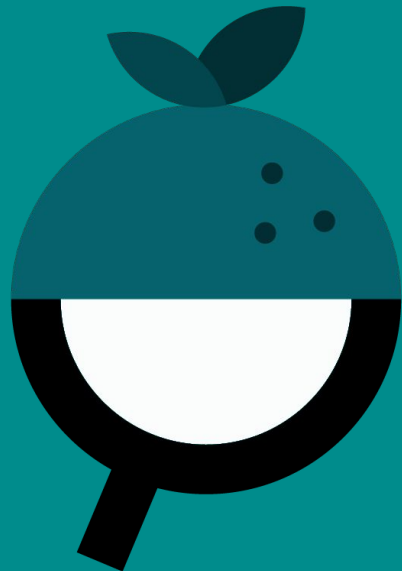
Main partners:

- 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)



THANKS

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