Pro Platform Open Food Facts

USER GUIDE

🔶 open <u>FOOD</u> facts

Last updated on: 03.08.2023

On the agenda

1. First steps

- <u>Create my account</u> (5 min)
- <u>Manage my organisation page</u> (5 min)

2. Share my products data

- <u>Import or archive data (variable duration)</u>
- <u>Import photos</u> (±15 min)
- <u>Consulting and editing data</u> (±20 min)
- <u>Checking data</u> (±20 min)
- Exporting products to the public database (1 min)

Opportunities for improvement

Explore opportunities for improvement

4. Analyse my data

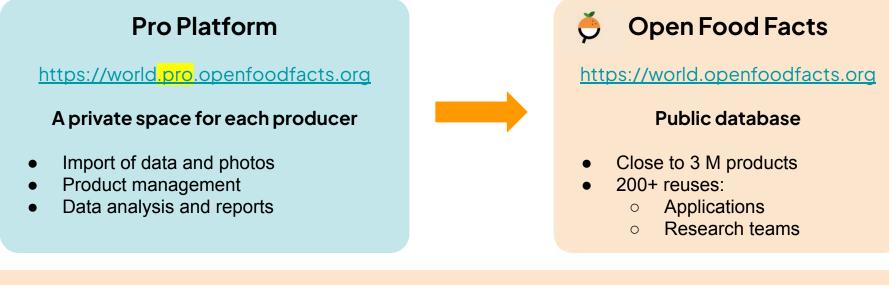
- <u>About the Nutri-Score</u>
- About the Eco-Score
- <u>Analyse my products portfolio</u>

4. Useful links and resources



Link between the Pro Platform and the public database

• A private and dedicated space for each producer: a "mini Open Food Facts with only your products".





I already have an Open Food Facts account

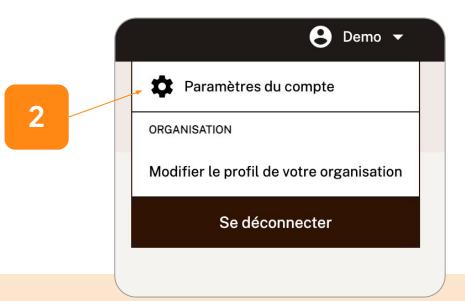
How to connect?

- Go to https://world.pro.openfoodfacts.org
- Same login and password as on the Open Food Facts public site



Connecting to my company

Change my account settings



I already have an Open Food Facts account

Connecting to my company

- Check "This is a producer or brand account".
- Enter the name of the producer or of the brand
- Save

3

4

Compte professionnel

Si vous travaillez pour un producteur ou une marque et souhaitez ajouter ou compl entièrement gratuite pour les producteurs.

La plateforme pour les producteurs permet aux fabricants d'importer facilement d gratuite des opportunités d'amélioration de leurs produits.

Ceci est un compte de producteur ou de marque.

Nom du producteur ou nom de la marque:

Merci de saisir le nom de votre organisation (nom de l'entreprise ou marque).

Contributeur (optionnel)

La plateforme pour les producteurs permet aux fabricants d'importer facilement des données et des photos pour tous leurs produit, gratuite des opportunités d'amélioration de leurs produits.

Ceci est un compte de producteur ou de marque.

Nom du producteur ou nom de la marque:

Merci de saisir le nom de votre organisation (nom de l'entreprise ou marque).

Contributeur (optionnel)

Ces paramètres vous permettent de personnaliser certains aspects du site web

IMM Afficher le code-barres dans les résultats de recherche



é



I have never created an account



Compte professionnel
Si vous travaillez pour un producteur ou une marque et souhaitez ajouter ou compléter des données u entièrement gratuite pour les producteurs.
La plateforme pour les producteurs permet aux fabricants d'importer facilement des données et des gratuite des opportunités d'amélioration de leurs produits.
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Ces paramètres vous permettent de personnaliser certains aspects du site web
□ IIIII Afficher le code-barres dans les résultats de recherche
□ 🖍 Ajouter un lien de modification dans les résultats de recherche
S'inscrire à la lettre d'information (2 e-mails par mois maximum)
Vous pouvez vous désabonner in tout moment et facilement.

3



My organization page

- Company contact details
 - Entering customer service and sales contact information allows users to contact you. This information appears on your product sheets.

2 8 Demo -	Service consommateur Les informations sur le service client sont publiques et peuvent être affichées sur le site Wel Tous les champs sont optionnels.	Service commercial Les informations sur le service commercial sont uniquement affichées dans le profil de l'organisation. Nom
Paramètres du compte ORGANISATION	Nom Adresse	Adresse
Modifier le profil de votre organisation Se déconnecter	Adresse e-mail Lien vers le formulaire de contact	Adresse e-mail Lien vers le formulaire de contact
	N° de téléphone	N° de téléphone
Ģ	par exemple les heures d'ouverture *customer service	→ per exemple les heures d'ouverture 8 Save *sales department



4 ways to share your data



Manual data entry on each product sheet Suitable for producers with few references (<15)



Import of an Excel file (recommended)

Suitable for producers with structured data who are not in the two cases below



Via a product catalogue - EQUADIS or AGENA3000

Suitable for producers who are customers of these companies



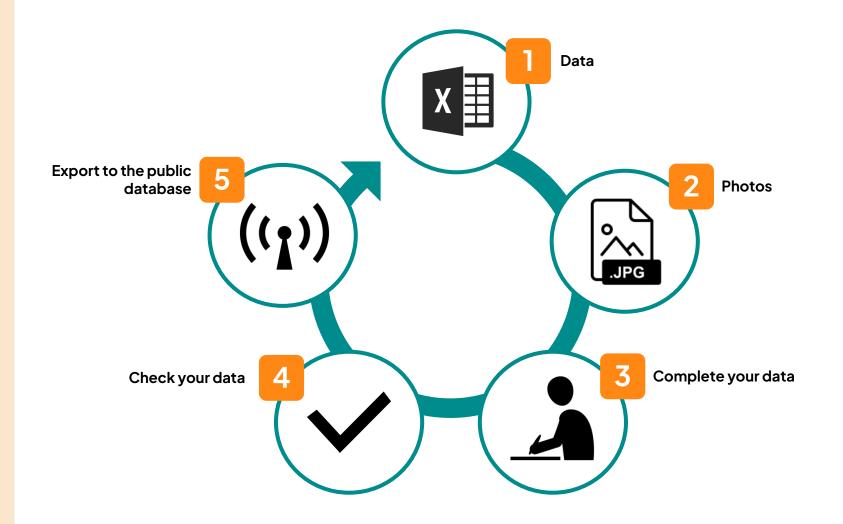
Via a connector developed on request

Suitable for producers or distributors with a large volume of data (>5000 ref)

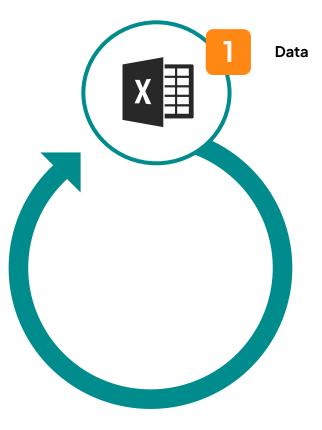




Need help positioning yourself? Customer of another PIM? Contact us at producers@openfoodfacts.org



🗘 Step 1 – Data



Import product data

• You have 2 options to gather your data:



Your data is already collected in an information system

- Export your data from your system in .csv or .xlsx format
- Import the file to your producer area the columns will be matched automatically and you can check and complete the match before importing



Your data is spread across various tools in your organisation

- Download our Excel template file
- Fill it in with your product data
- Import it into your producer area



Download the Excel import template

Import product data

Open Food Facts for producers - food-

 \rightarrow Number of products with data quality errors: 43

 \rightarrow Number of products with data quality warnings: 9

 \rightarrow Number of products with improvement opportunities: 2

Your products

+ Add a product

Some product updates have not been published on the public database. 49 products will be exported.



Classify the 49 products below according to your preferences



Import a product data file

The product data and photos you send on the platform for producers are stored in a private database. You will be able to check that all the data is correct before making it available on the public Open Food Facts database.

Upload a spreadsheet file (Excel file or a tab or comma separated UTF-8 encoded CSV file) with product data.

You can upload a table with the columns Open Food Facts import format, or you can upload a table in any format and then select the columns to import.

→ Download an XLSX template file for Excel or LibreOffice with the fields that can be imported.

 $\, \uparrow \,$ Upload a file with product data

Import the .csv or .xlsx file from your system, or the Open Food Facts import template

Import product data

3

Column in file	Field on Open Food Facts		
Barcode	Barcode	x *	
Producer product identifier	Producer product identifier	x *	
Producer version identifier	Producer version identifier	x *	
Main language	Main language	x *	
Product name	Product name	× • Eng	lish •
Abbreviated product name	Abbreviated product name	× • Eng	lish 👻
Common name	Common name	× • Eng	lish 👻
Quantity	Quantity	× • Spe	cify 💌
Net weight	Net weight	x • Spe	cify 💌
Drained weight	Drained weight	x v Spe	cify 👻
Volume	Volume	× • Spe	cify 💌
Serving size	Serving size	x • Spe	cify 💌
Packaging	Packaging	X *	
Brands	Brands	x *	
Brand owner	Brand owner	x *	
Categories	Categories	x *	
	Labols	x •	



- Check that the fields are correctly matched, especially if you are importing a file from your organization's internal system
- Beware with **units** of measurement



4

Import data 58 columns out of 91 have been selected and will be imported.

	NUTRI-SCORE	 Nutritional information INCO Product category (e.g. drinks, cheese, yoghurt, etc.) Ingredients* INCO Name of the product Allergens INCO Quantity/volume* INCO Product photos*
	ECO-SCORE	 Packaging components (number, shape, material, recycling instructions) Labels concerning the method of production: <u>list of valued labels</u> Ingredients and proportions (%) Origin of the ingredients Product category: to be chosen among the <u>categories defined by Agrybalise</u> (official reference, in French only)
	NOVA NOVA NOVA 1234	 Ingredients* INCO Product category (e.g. drinks, cheese, yoghurt, etc.)
	Vegan and Vegetarian status	 Ingredients* INCO: all ingredients must be recognized by Open Food Facts to affirm vegetarian/vegan status
L		

General remarks

- The order of the fields does not matter, and it is not necessary that all the columns are present
- Required fields are identified in bright green on the Excel template
- Advice on the format is available in a note on the column header cell

Allergen field

If your product does not contain any allergens, enter "N" in the cell

Prepared products

- For a prepared product (with water, milk etc.). You have to add "_prepared" to the field name.
- For example energy_prepared_100g.

Nutri-Score field

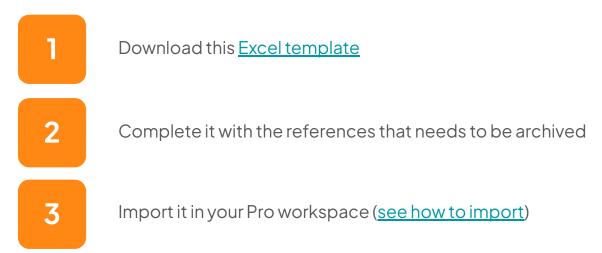
- Open Food Facts manages 2 fields for the Nutri-Score: an underlying score (-15 to 40) and a letter score (A to E)
- If the Nutri-Score of is unknown, leave the cell empty (and do not fill it with the value "0" otherwise Open Food Facts will interpret it as a score)

Delete the values of a field

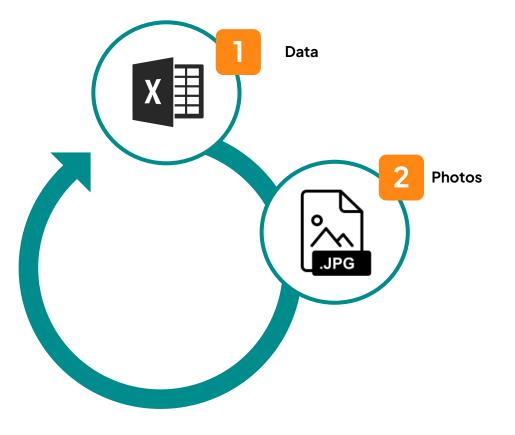
• Ex: On an existing product sheet, I notice that the labels entered are wrong. I can delete these values using the import of the Excel file by entering the character "-" in the corresponding cell. After the export to the public database, the field will be reset.

Archive products sheets

If you realise one of the products present on the public platform are no longer sold, you can archive them.
 As the product is no longer sold, it will no longer be scanned and therefore no longer displayed to consumers.
 However, it will remain in our database as an archive.



O Step 2 – Photos





Import photos

- At least 3 images are mandatory:
 - **Front view** of the product on a white background (avoid three-quarter views that do not allow visual recognition of the products without barcode scanning)
 - List of ingredients
 - Nutritional table
- The front view, the list of ingredients and the nutritional table must be provided in the main language of the product at least. It is recommended that images are provided in other languages as well, if they are displayed on the product.
- Other images may also be included:
 - Reverse side and other views of the product: in particular, they allow for automatic identification of label logos etc.
 - Flat view of the packaging / GFP

Import photos

• You have 2 options for sending photos:

Paste the URLs of the photos into the import Excel file

- Make sure that each URL is public
- Import the Excel file (see previous section)

Importing photos via the Pro Platform

- Click on " \rightarrow Import product photos" on the left side of the screen
- Drag all your images into it and make sure you don't close your browser tab until the import is complete



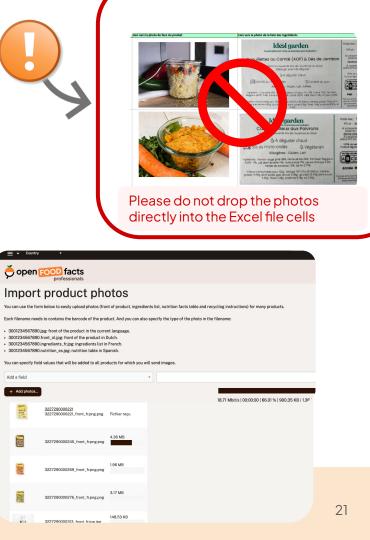


Photo format

- JPG or PNG.
- Size: minimum 2000 pixels width or height
- Naming rules:



[barcode] [image type] [language code]. [jpg or png]

- ★ <u>front</u> : front image
- ★ ingredients : list of ingredients
- ★ <u>nutrition</u> : nutritional table
- ★ <u>packaging</u> : packaging information and sorting instructions
- ★ back : back image
- ★ <u>free name</u> (characters from "A" to "Z", without space) : for other views

Refer to the <u>list of 2-character language</u> codes [ISO-3166].

Ex: 200000136683_front_it.png



Import photos

💡 TIPS

- You can add common values to the photos you send
- You can fragment the import of photos by common values

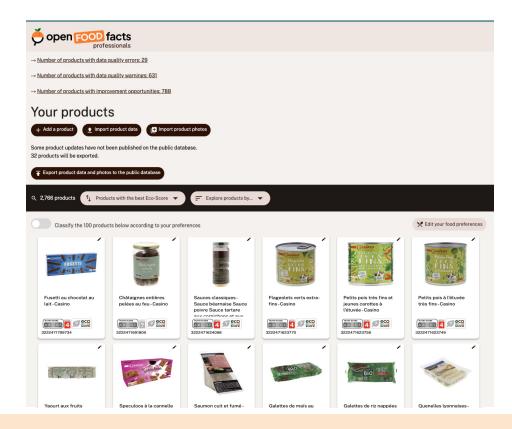
Brands	•	Wonka Chocolate
Categories	•	Chocolate
Add a field	-	
+ Add photos	 Add a field Brands Categories Packaging Labels Origins of ingredients 	
	Manufacturing or processing places Packager codes Purchase places	
	Stores Countries	





View/edit products

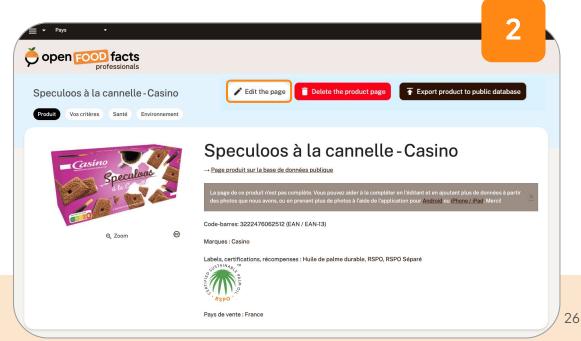
 After importing the data and photos, your product portfolio is now visible in your Pro space



View/edit products

• You can make additions, corrections and modifications to imported products via the web interface of the Open Food Facts producer platform



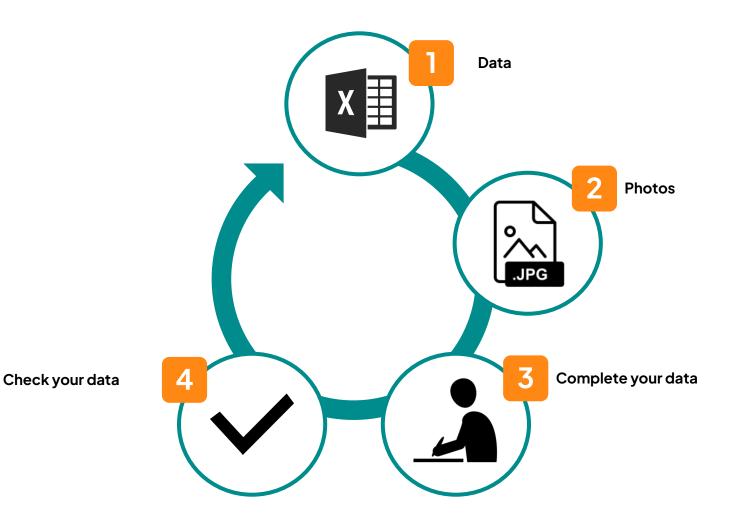


View/edit products

• At the bottom of each product sheet, you will find a summary of the actions to take to complete the sheet.

Done: Nutrition facts completed, Ingredients completed, Origins completed, Categories completed, Brands completed, Quantity completed, Product name completed, Front photo selected, Photos uploaded

To do: *o-be-exported*, To be completed, Expiration date to be completed, Packaging code to be completed, Characteristics to be completed, Packaging to be completed, Photos to be validated, Packaging photo to be selected, Nutrition photo to be selected, Ingredients photo to be selected



Verify the quality of the data

Quality error detection tool:

→ Number of products with data quality errors: 43

 \rightarrow <u>Number of products with data quality warnings: 9</u>

 \rightarrow Number of products with improvement opportunities: 2

Data quality error	÷	Products 🔻	
Energy value in kcal does not match value in kJ		32	
Nutrition Saturated Fat greater than Fat		26	
Energy value in kJ does not match value computed from other nutrients		17	
Energy value in kcal does not match value computed from other nutrients		13	
Energy value in kcal greater than in kJ		7	
Nutrition - Sugars plus starch greater than carbohydrates		1	
data quality errors			
Click on the identified error to discover the concer and make the necessary changes	ne	d products	

Verify the quality of the data (optional)

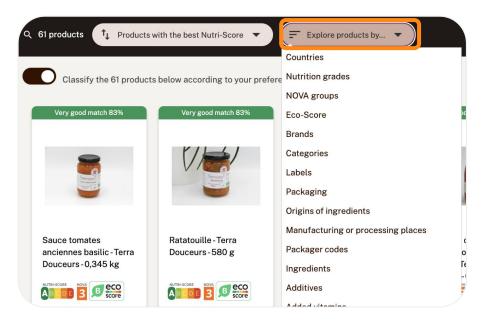
Faceted Product Exploration can be used to check the overall consistency of your data:

- By status: indication of data completeness
- By nutritional notes
- By allergens
- etc



Examples of verification:

- **Browse by labels**, to check that your labels are all present
- Browse by Nutrition Grade to see if the Nutri-Score is calculated for each product





Verify the quality of the data (optional)

Links to analyse the quality of imported data, by facet :

- Categories : <u>https://world.pro.openfoodfacts.org/state/to-be-exported/categories</u>
- Ingredients : <u>https://world.pro.openfoodfacts.org/state/to-be-exported/ingredients</u>
- Photos : <u>https://fr.pro.openfoodfacts.org/etat/photo-de-face-non-selectionnee</u>
- Logical check rules : <u>https://world.pro.openfoodfacts.org/state/to-be-exported/data-quality</u>

TIP: **Italicized** records indicate that they are not recognized by the system.

professionals				
List of categories - V	Vo	orld		
1 categories:				
Sea	arch:			
Category	¢ F	Products	¢	* .
fr:limonades-et-tonics			2	*
fr:conserves-et-bocaux-de-poisson			2	*
fr:legumes-en-conserve-et-bocal			2	*

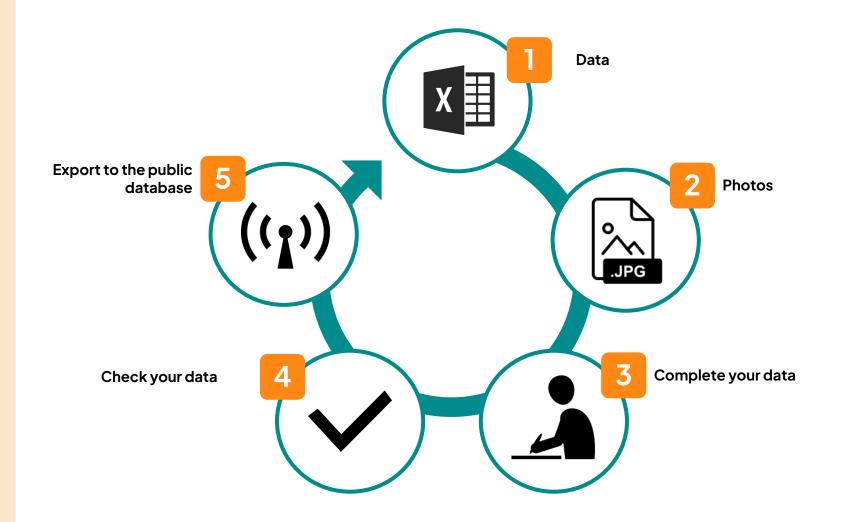
onon room facto

Double-click on the column header "*" to display the error values at the top of the table

Category	Products	÷	* •
fr:limonades-et-tonics		2	*
fr:conserves-et-bocaux-de-poisson		2	*
fr:legumes-en-conserve-et-bocal		2	*
fr:gouter		1	*
fr:marrons-entiers		1	*
fr:preparations-pour-patisseries		1	*

2 cases:

- The category is incorrect → click on the unrecognized value to open the associated product sheet and search for a suitable category.
- The category is "correct" (relevant) → <u>contact us</u>, we will add it to our category taxonomy





Export to the public database





Opportunities to improve product quality

- Systematic identification of opportunities to improve the **Nutri-Score**
 - Reasonable reduction (less than 10%) of salt, sugar or saturated fat
 - Increase of proteins or fruits and vegetables
- **Comparison** of nutritional values with similar products on the market (your competitors)
 - More salt, sugar, fat than the market average?



Opportunities to improve product quality

→ Number of products with data quality errors: 43

→ Number of products with data quality warnings: 9

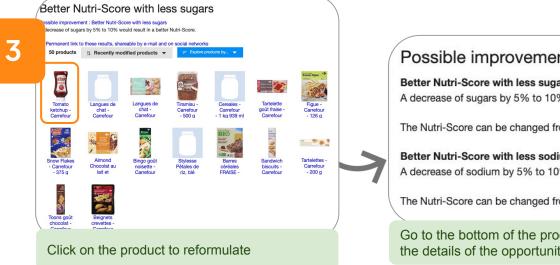
 \rightarrow Number of products with improvement opportunities: 2

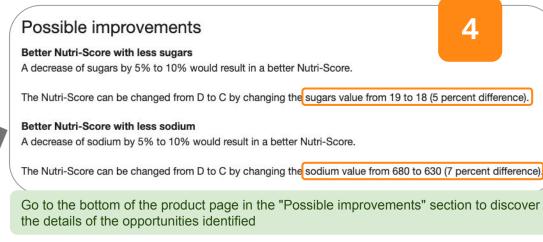
From the top of the home screen, access the improvement opportunities

	Search:
Possible improvement	Products 🗸 * 💠
Nutrition - High fat value for category	206
Nutrition - High saturated fat value for category	180
Nutrition - High salt value for category	180
Nutrition - High sugars value for category	162
Nutrition - Very high salt value for category	131
Nutrition - Very high saturated fat value for category	131
Nutrition - Very high fat value for category	116
Nutrition - Very high sugars value for category	103
Better Nutri-Score with less sodium	60
Better Nutri-Score with less sugars	50
Better Nutri-Score with less saturated fat	48
Better Nutri-Score with slightly less sodium	27

product(s) concerned

Opportunities to improve product quality







About the Nutri-Score

Reminder of mandatory data (<u>see page 16</u>)

- Nutritional information
- Product category (for a precise categorization)

• More about the calculation of the Nutri-Score

- Open Food Facts website
- Calculation details on the product sheet



Nutrition

NUTRI-SCORE ABCDE

Very good nutritional quality



This product is not considered a beverage for the calculation of the Nutri-Score.

Positive points: 7

- Proteins: 0 / 5 (value: 0.8, rounded value: 0.8)
- Fiber: 5 / 5 (value: 8.37, rounded value: 8.37)
- $\,\circ\,$ Fruits, vegetables, nuts, and colza/walnut/olive oils: 2 / 5 (value: 77, rounded value: 77) Negative points: 3
- Energy: 0 / 10 (value: 122, rounded value: 122)
- Sugars: 0 / 10 (value: 1.8, rounded value: 1.8)
- Saturated fat: 0 / 10 (value: 0.2077, rounded value: 0.2)
- Sodium: 3 / 10 (value: 325.68, rounded value: 325.7)

The points for proteins are counted because the negative points are less than 11.

Score nutritionnel: -4 (3 - 7)

Nutri-Score: A

 \rightarrow Learn more about the Nutri-Score

About the Eco-Score

• Reminder of mandatory data (<u>cf. page 16</u>)

- Packaging components
- Labels
- Ingredients and proportions (%)
- Origin of ingredients
- Specific product category

Eco-Score calculation documentation

• Open Food Facts website

About the Eco-Score

Calculation details on the product sheet

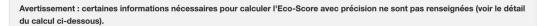
• From this form, you can identify if any information is missing and complete it to improve the Eco-Score of the product

Eco-score ()

L'Eco-Score est un score expérimental qui synthétise les impacts environnementaux des produits alimentaires.

→ La formule de l'Eco-Score est susceptible d'évoluer car elle est régulièrement améliorée pour la rendre plus précise.





Vous pouvez modifier la fiche produit pour ajouter les informations manquantes.

Si vous êtes le fabricant de ce produit, vous pouvez nous transmettre les informations avec notre plateforme gratuite pour les producteurs.



score

Baseline score of the product category

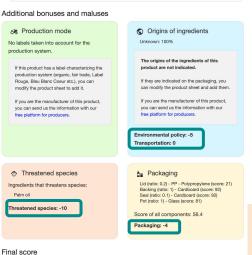
Lifecyle Analysis (LCA)

Agribalyse category: Chocolate spread with hazelnuts

PEF environmental score: 0.74 (the lower the score, the lower the impact) - including impact on climate change: 9.87 kg CO2 eq/kg of product

Details of the impacts by stages of the life cycle

	Impact	
ō Rariculture	82.7%	
Processing	11.5%	
Packaging	2.8%	
Transportation	2.4%	
E Distribution	0.6%	
Consumption	0.0%	
CA score out of 100: 40		



41

Eco-score score: 21 - Eco-score grade: D

Focus on the production mode

Additional bonuses and maluses

 or
 Production mode

 No labels taken into account for the production system.
 Production system.

If this product has a label characterizing the production system (organic, fair trade, Label Rouge, Bleu Blanc Coeur etc.), you can modify the product sheet to add it.

If you are the manufacturer of this product, you can send us the information with our free platform for producers.

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Groupe 1 : +20 points

- S Nature & Progrès http://www.natureetprogres.org
- Bio Cohérence http://www.biocoherence.fr
- demeter https://www.demeter.fr

Groupe 2:+15 points

- EU Bio https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/
- AB Agriculture Biologique http://www.agencebio.org
- 🚫 Technique de pêche durable¹

Groupe 3 : +10 points

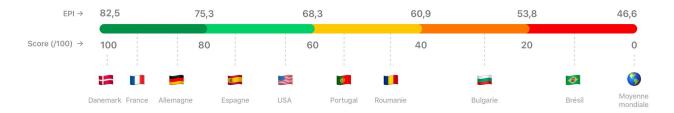
- 🛞 HVE https://hve-asso.com
- 🚾 UTZ https://utz.org
- Rainforest Alliance https://www.rainforest-alliance.org
- Sairtrade http://www.fairtrade.net
- BBC https://www.bleu-blanc-coeur.org
- 👧 Label Rouge https://www.labelrouge.fr/
- Martin ASC http://www.asc-aqua.org
- MSC http://www.msc.org

Focus on the origin of the ingredients

Dours

F----

1. Environmental Performance Index (EPI)



Dell

20/

Road

88%

59%

84%

38%

3% 37%

82%

10%

8%

070/

Sea

0%

0%

0%

41% 97%

60%

17%

86%

91%

00/

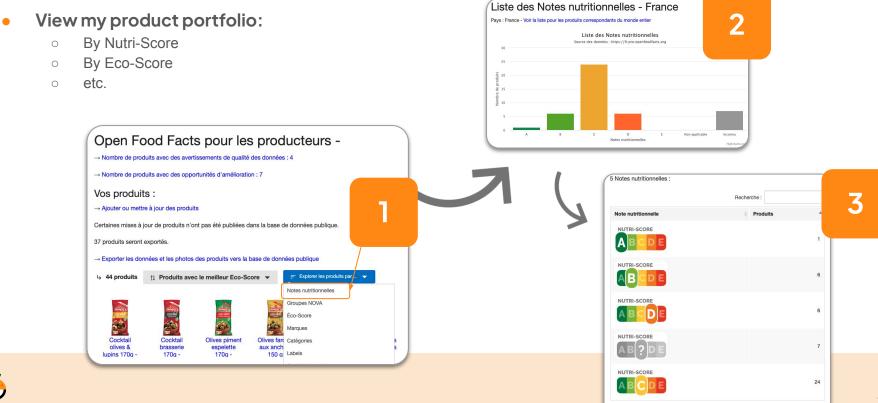
Rail
12%
41%
16%
21%
0%
3%
1%
4%
1%

Sources:

https://docs.score-environnemental.com/methodologie/produit/origine

https://docs.score-environnemental.com/methodologie/produit/transport/synthese

Analyse my product portfolio



5 Notes nutritionnelles

Analyze my product portfolio

- See the best in your category on the <u>public</u> <u>platform</u>
 - Search for a product category
 - (Ex: "vegetable soup")
 - Click on "Browse products by" then Eco-Score

↑ Products with the best Eco-Score

Most scanned products

Products with the best Nutri-Score

Products with the best Eco-Score

Recently added products

Recently modified products



Analyze my product portfolio

• Custom graphics:

 Establish your x-axis and y-axis criteria and compare your products



Criteria Select products with specific brands, categories, labels, origins of ingredients, manufacturing places etc. categories contains coulis choose a criterion... contains value Ingredients Additives Ingredients from palm oil ○ Without ○ With ● Indifferent ○ Without ○ With ● Indifferent Ingredients that may be from palm oil Ingredients from or that may be from palm oil ○ Without ○ With ● Indifferent ○ Without ○ With ● Indifferent Nutriments Select a field т с **-**Select a field * < • Results in a list of products Results on a graph Graph title Select what you want to graph on the horizontal axis to obtain a histogram, or select two axis to get a cloud of products (scatter plot). Horizontal axis Vertical axis × - Fat Sugars × Ŧ Use a different colour for the following products: or: Organic E Fair trade With sweeteners Use nutrition grades colours Generate graph

Search for words present in the product name, generic name, brands, categories, origins and labels

Analyze my product portfolio

• Custom graphics :

 By hovering over each blue dot, a window with the summary information of the product is displayed, with a link to its file.

Extractions .xslx :

On the neighboring menu (similar interface), you can generate any type of extraction to analyze your data and manipulate them in a spreadsheet (e.g. check the Nutri-Score, Eco-Scores on several products)

Download results

Download results in XLSX or CSV format. Please note that for performance reasons, you can download up to 10.000 results only.

XLSX format - Excel or LibreOffice

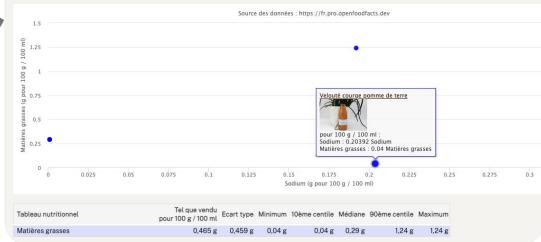
O CSV format - Character set: Unicode (UTF-8) - Separator: tabulation (tab)

Download

Graphique des résultats

→ Modifier les critères de recherche

5 produits correspondent aux critères de recherche, dont 5 produits avec des valeurs définies pour les axes du graphique.



3



Useful links

- <u>About the Eco-Score</u> and <u>FAQ Eco-Score</u>
- <u>About the Nutri-Score</u>
- FAQ for producers:
 - o <u>English</u>
 - o <u>German</u>
 - o <u>Spanish</u>
 - o <u>Italian</u>
- <u>The import template in Excel format</u>
- <u>Feedback form</u> (if you wish to make improvement requests)



Complementary resources

In the upper right corner of your home page, in your drop-down menu, you will find the "**RESOURCES**" section where you'll be able to find the resources you need to get started with the platform dedicated to professionals.

≡ -	Country 🔻		
IMPORT A	IMPORT AND EXPORT PRODUCTS		
Import p	Import product data		
Import p	Import product photos		
Add a pi	Add a product		
Export p	Export product data and photos to the public database		
Remove	Remove all your products from the platform for producers		
RESOURC	RESOURCES		
Pro plat	Pro platform user guide		
FAQ for	FAQ for producers		
SEARCH A	SEARCH AND ANALYZE PRODUCTS		
Advance	Advanced search		
Graphs	Graphs and maps		



NEED MORE HELP?

Manon Corneille

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