open FOOD facts

Press kit

2023

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why 01

Open Food Facts exists

"The negative impacts of food on our health and the environment are so huge that it's tempting to think that they can't be solved or that they are somebody else's problem."

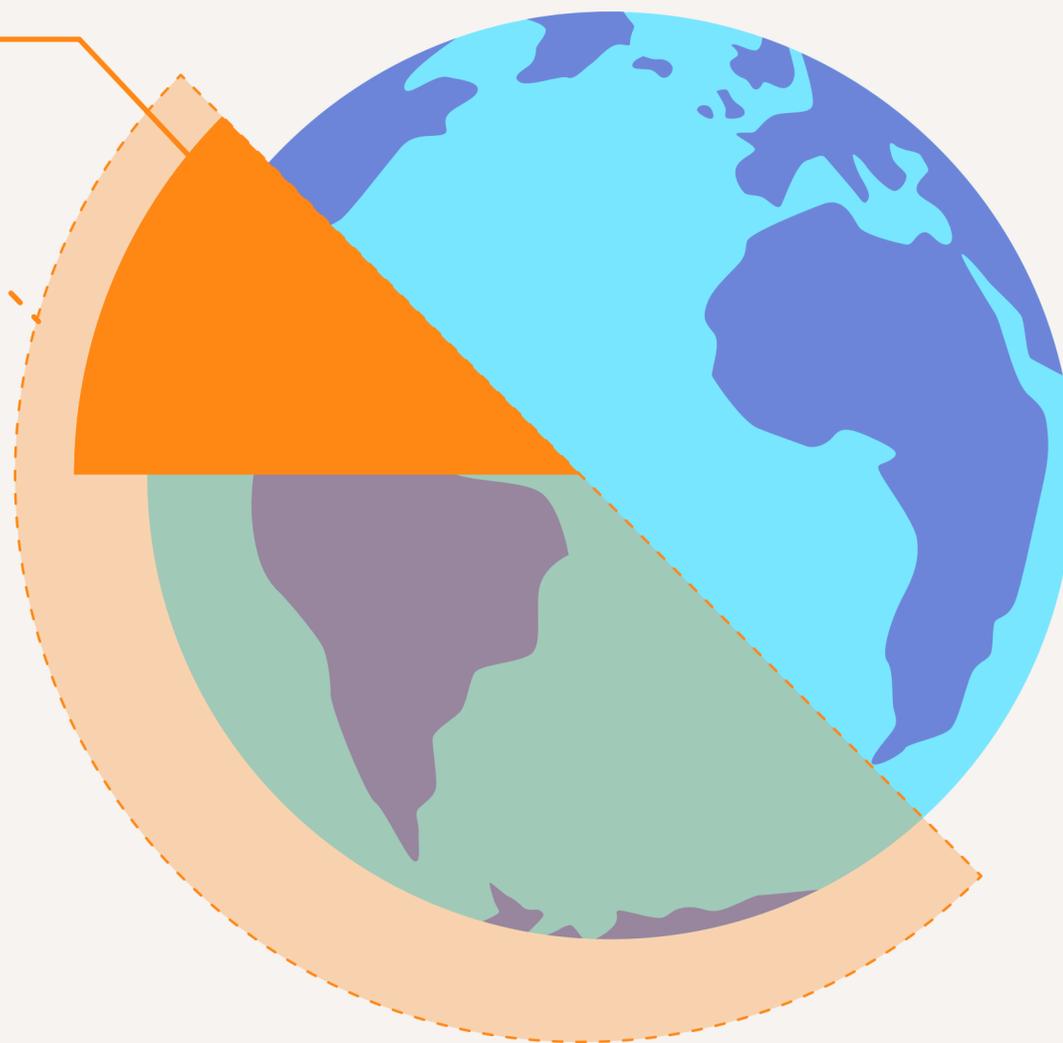Stéphane, Open Food Facts founder

Food is a priority for both Health & Environment

"We started Open Food Facts because we are convinced that those problems can be solved by having many more people being part of the solution and working together for a greater common good."

Stéphane — Co-founder

Worldwide, over **1 billion people** are considered obese, and in the EU, 1 in 3 children, according to the WHO.

And the bad news is it's on the rise: according to the World Obesity Foundation by 2035 over 4 billion people - more than **½ of the world's population** - will be obese.

Many consumers find themselves **overwhelmed by the amount** of information found on food packaging, sometimes struggling to read the long list of ingredients in small font, decipher mysterious food additives or differentiate between food labels… However, there is a real desire to make better choices for our health and that of our planet, especially when food.

Food accounts for…

1/3
of greenhouse gas emissions Source: i4CE - 2019

70%
of drinking water consumption Source: OECD

The majority
of global packaging waste Source: Article by Nemat et all

Our mission

We seek to **empower people** through data: allowing consumers, producers, researchers, governments...

... To measure and change at large scale the impact of food on our health and on the planet.

how 02

we work for our cause

The virtuous circle of food transparency

Although one may feel like their choices can't make a big impact, there is power in numbers & in knowledge !

Together we can shift the lines of the food system:

- **By making informed choices** on a daily basis with the help of the free & collaborative Open Food Facts website & mobile app
- **Becoming an actor of change by contributing** with products from your daily life to a database that benefits millions of users around the world.

1. Collecting food data together

through consumers & producers and making it available to all for free (open data)

2. Reusing open data

Researchers can freely access food product data to advance scientific research. Other services & apps can use open data to create new solutions.

3. Knowing more about what we eat

Consumers become better informed about food products, their nutritional & environmental profiles, allergens, additives, etc.

4. Consuming better

Informed consumers expect better & healthier food products from producers. Transparency often leads to further transparency & accountability.

5. Improving the supply

As the demand evolves, so should the supply. Producers need to rethink their production, shifting towards healthier products, with lower environmental footprint. In the very least, they can be transparent.

open FOOD facts

The pioneer of food transparency since 2012.

The largest open database of food products.

We're firm believers that knowledge about what we eat is of public interest and should be accessible to everyone freely. Founded in 2012, Open Food Facts is a non-profit organisation behind the largest open database about food products in the world.

A massive data collection system

Relying on crowdsourcing, we are able to collect detailed information on millions of food products: photos, ingredients, nutritional values, allergens, labels, and more.

A path to food transparency for all

By giving consumers access to detailed information and calculated scores (Nutri-Score, Eco-Score and NOVA), we give the keys to people to question what they eat.

A model replicated worldwide

Food fascinates beyond borders.
Available in over 40 languages, our non-profit has extended its reach to more than 180 countries around the world.

open FOOD facts

The parent of most health apps in the food sector

As a reference database, we are very proud to have helped create over **200+** projects, applications and websites in the food sector. By **reusing our database**, these projects make it accessible to more and more people globally, thus contributing to a greater food transparency.

Our impact in few figures.

3M
products from all over the world

40+
languages available.

20K+
contributors in the world

250+
committed producers sharing product information

600+
scientific papers quoting Open Food Facts

3M
unique visitors monthly

Strong values since our creation.

A project supported by various partners, but always ==independant== from the food industry.

Our non-profit organization is supported by donations, public entities - such as the French health agency (Santé publique France) - and private foundations.

A collaborative project that welcomes all with open arms!

We are on a mission to provide open data, knowledge, tools and support for everyone to empower them to have a greater positive impact on the food system.

- **For consumers** to make better informed food choices.

- **For food producers** to identify ways to improve the quality of their products and to be encouraged to improve it.

- **For scientists** to improve the collective knowledge of the long term impacts on what we eat on our health, the environment and society.

- **For states** to decide on the best public health policies and to help foster their adoption.

- **For individuals, academics, non-profits, startups and companies** to efficiently address issues with the food system and quickly deploy them worldwide.

what 03

actions and work we do
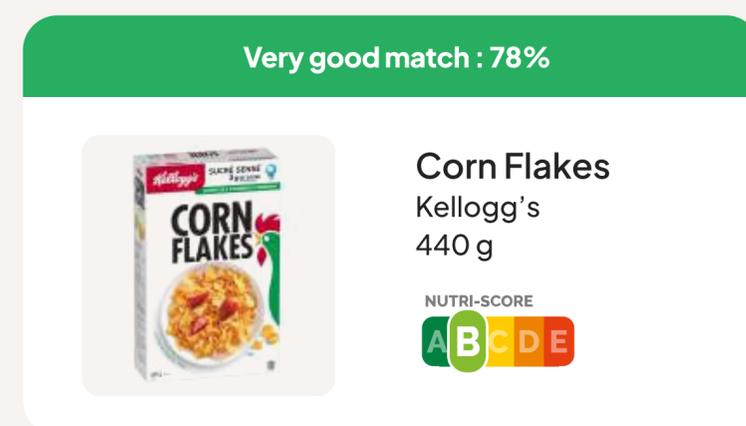
open FOOD facts
& health

Deploying the Nutri-score since its first days

In 2015, we helped the French health agency & Professor Hercberg to deploy the Nutri-Score, a **5–color score that indicates the nutritional value of a food product**. Its main strength: it's a simple way to compare products in a supermarket (even a child can read it), ideally without the need for an app.

In 2016, it was voted in the French law. Its effectiveness has made it popular in other EU countries. We have created and continue to create cutting-edge technologies to support the Nutri-Score on a very large scale. **It is computed and displayed for over hundred of thousands of products on our database** (even for products that don't actually display it on-pack). One also has the possibility to easily compare between the various alternative products.

Nutri-Score leads to improved product formulas

Since 2015, customers have been making more informed decisions on the food they buy by looking at its Nutri-Score. This has led some manufacturers to re-think & adapt their demand, **improving their formulas** (by reducing sugar, salt, fat, etc.). A case of the demand driving product improvement.

Very good match : 78%

Corn Flakes
Kellogg's
440 g

NUTRI-SCORE
A **B** C D E

Drive food quality up with producers

Open Food Facts encourages manufacturers to use our free Professionals Platform to publish data about their products, get reports on the nutritional quality & environmental impact of their products, and suggestions on possible positive changes. **Transparency** also provides producers with the motivation to improve their products and to compete more on their quality. **Thanks to transparency, best practices can become publicly known, recognized, and more widely adopted.** We are committed to continuing our efforts to make this transparency process as seamless as possible for food manufacturers. Always **working hand in hand** with manufacturers, we provide them with free benchmarking tools that can help them on a daily basis, in particular for the development of their products.

Ultra-processed foods: the Nova group

Besides the Nutri-Score, Open Food Facts has also been displaying the Nova group since its early days. Developed by Pr. Monteiro, this score indicates the level of transformation of a food product.

"The new update of Open Food Facts is a great success. It's much clearer, with many new details, and is now a real market visualization tool for us."

Justine Vennat — CSR at Biocoop

open FOOD facts

& environment

**The Eco-Score :
food impact on the planet**

As the food industry is one of the leading causes of the climate crisis, many were hungry for a score that would indicate the environmental footprint of a food product. (add a graphic of the data given earlier ?) Together with several other food tech actors, **Open Food Facts launched the Eco-Score at the start of 2021**. In just one year, the growth/traction was similar to that of the Nutri-Score in several years !

This 5-colour score is calculated in part with the Agrybalise public database, which takes into account the life-cycle assessment (LCA), along with additional quality criteria (such as packaging, certifications, country of origin...). Prior to the official environmental food labeling in Europe, Open Food Facts was already displaying it for **600k+ products worldwide**, giving millions of consumers easy access to such a score. The response from consumers, producers & distributors has overall been positive :)

A eco score

With about 1000 meals per person per year, it is just as many opportunities to have a positive impact on the planet.

Pierre Slamich - Open Food Facts NGO co-founder

open FOOD facts
& research

17 PARTNERSHIPS FOR THE GOALS

A huge open crowdsourced database of food products, the Wikipedia of food

Since 2012, thousands of people from our international community have been contributing with product data, as well as updating it & improving its quality. Since 2019, we've also started **using AI (machine learning)** trained to recognise images, logos, and extract text from images to improve the database further.

"Based on science & serving science since 2012"

Open Food Facts has become a very useful resource for **researchers** worldwide who use our food data for some major studies on nutrition or the environment. **State research teams** have also benefited from this digital commons tool.

In addition to making raw product data freely available to all scientists worldwide, we structure and analyze the data to make it much more directly useful for their research. We also work directly with research teams to understand how we can answer their needs, and to make the results of their research instantly available to all other researchers.

Transparency accelerates scientific research and cooperation to gain new knowledge

Open Food Facts has been cited as a source in over 100 scientific papers (over 500 on Google Scholar). Science being one of our pillars, Open Food Facts also uses peer-reviewed scientific research to inform the public, such as the Nutri-Score and NOVA group, and makes it accessible to a very large number of people worldwide.

"Given the major public health challenges linked to nutrition that we are facing today on a global scale, it is essential to promote the consumption of a diet that is more conducive to good health. In this context, a digital database containing information on the various health aspects of food (nutritional composition, degree of processing, additives, etc.) is an essential tool for public health research and action."

Professor Serge Hercberg - creator of the Nutri-Score

open FOOD facts

17 PARTNERSHIPS FOR THE GOALS

& digital commons

A citizen project : made by everyone for everyone !

Alongside projects like Wikipedia, OpenStreetMap or Infoclimat, Open Food Facts is first & foremost **an international community of people who are passionate about food transparency, open data and open tools.** In a digital world where privacy is more frequently violated & monetised, our community believes that there is another way to build collectively in a more inclusive and transparent manner.

Digital commons are, according to Mayo Fuster Morell, *"information and knowledge resources that are collectively created and owned or shared between or among a community and that tend to be non-exclusive, that is, be (generally freely) available to third parties. Additionally, the community of people building them can intervene in the governing of their interaction processes and of their shared resources".*

Knowledge is power

Data about food is of public interest and has to be open. The complete Open Food Facts database is published as open data: anyone can use it for any purpose - commercial or non-commercial - provided the source of the data is attributed and improvements to the database are shared in a similar way. Our website and mobile app are completely free, ad-free & private (we do not store any user data).

"I've gone from being a simple 'visitor' to a regular contributor. I believe deeply in the organisation's motto, which promotes food transparency and eco-responsibility. The work of many people has been rewarded, with the Nutri-Score now almost unavoidable and the Eco-Score also making great strides forward. More than ever, I'm proud to be part of this great community, and I'm ready to support it ears to come.

Marie, community member (France)
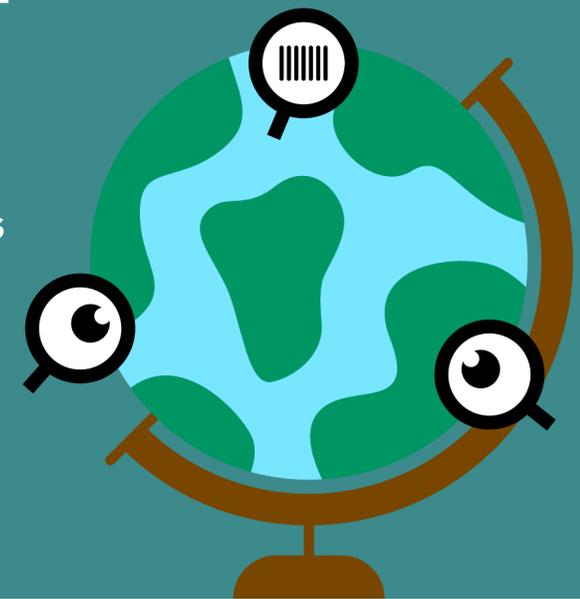
open FOOD facts

goes beyond food

Beyond food: the circular economy and cosmetics

Open Food Facts does not limit itself to its core mission of collecting and sharin g information on food products. It is also rolling out vertical projects such as **Open Products Facts** and **Open Beauty Facts**.

The motivation behind these two projects is identical to that behind Open Food Facts: to **build transparency** so that everyone can make more informed and responsible consumption and production choices.

open PRODUCTS facts

The database aimed to extend the life of the objects around us. Its vision is twofold: to encourage the circular economy by giving access to options for reusing, repairing and recycling products, while helping consumers to make more informed choices, at a time when the principle of widespread environmental labelling has been voted through in France.

open BEAUTY facts

We launched the world's largest open database of cosmetic products in 2017, providing a valuable resource for researchers and consumers concerned about the composition of the skincare and beauty products they choose, when this is literally written in Latin on the packaging.
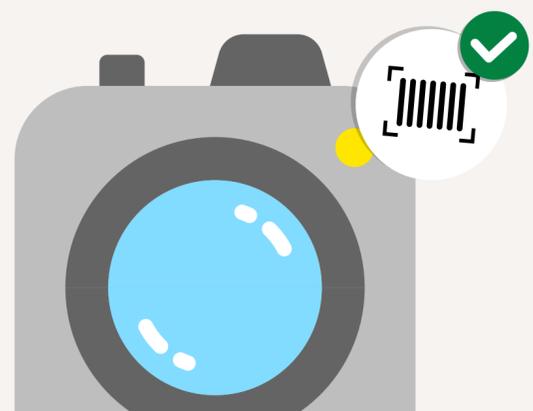
Proud to share this adventure with our community

"If there's one thing this epidemic has accelerated, it's citizens' initiatives in the public interest. […] I am proud to announce, at the Open Government Partnership Summit, the creation of an accelerator for public interest initiatives. […] to help the next Covid Tracker, Covidliste, Open Food Facts, Les Astroliens and so many others to emerge."

Emmanuel Macron, French President

"Without Open Food Facts we wouldn't have a product. It's as simple as that. The Open Food Facts team is building something truly special that will benefit millions of users and third-party apps like ours"

Vickesh Solanki, CEO at Horizon app, one of the 200+ projects reusing Open Food Facts

"This app is really amaaaaazing!!! It's very comprehensive, you can set the parameters to suit you, and it's packed with information (it's a real detective!) You can even add unknown products! In short, it's great!"

Caroline, one of the app's 1M monthly users

"I believe deeply in the organisation's motto, which promotes food transparency and eco-responsibility. The work of many people has been rewarded, with the Nutri-Score now almost unavoidable and the Eco-Score making great strides forward. More than ever, I'm proud to be part of this great community, and I'm ready to support it for many years to come."

Marie, one of the 20,000+ community members

"It's a real pleasure for us to be able to rely on your team and your application, which is very useful to us in proposing a virtuous offer to our consumers. Your producer platform is very useful to me, I use it every day in my work."

Justine Vennat, Biocoop, one of 250+ committed producers

Press coverage

Contacts

Pierre Slamich

Co-founder of the Open Food Facts association

pierre@openfoodfacts.org
(+33) 6 02 13 14 57

Manon Corneille

International development manager

manon@openfoodfacts.org
(+33) 7 82 82 80 13