Pro Platform
Open Food Facts

USER GUIDE

Last updated on: 5.11.2022
On the agenda

1. First steps
   - Create my account (5 min)
   - Manage my organisation page (5 min)

2. Share my products data
   - Import or archive data (variable duration)
   - Import photos (±15 min)
   - Consulting and editing data (±20 min)
   - Checking data (±20 min)
   - Exporting products to the public database (1 min)

3. Opportunities for improvement
   - Explore opportunities for improvement

4. Analyse my data
   - About the Nutri-Score
   - About the Eco-Score
   - Analyse my products portfolio

4. Useful links
FIRST STEPS
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".

**Pro Platform**

https://world.pro.openfoodfacts.org

A private space for each producer

- Import of data and photos
- Product management
- Data analysis and reports

**Open Food Facts**

https://world.openfoodfacts.org

Public database

- 2.5 M products
- 200+ reuses:
  - Applications
  - Research teams
I already have an Open Food Facts account

**How to connect?**
- Go to [https://world.pro.openfoodfacts.org](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

1. **Se connecter**
   Connectez-vous pour ajouter des produits ou modifier leurs fiches.

   - **Nom d’utilisateur ou adresse e-mail:**
     
     - Mot de passe
     
     - Se souvenir de moi
     
     - Se connecter

2. **Open Food Facts pour les producteurs**
   Une plateforme entièrement gratuite pour permettre aux fabricants de gérer leurs produits.

   **Rendez visibles vos produits dans plus de 100 pays**
   Publiez les données de vos produits sur Open Food Facts, et participez à l’écologie alimentaire.
   - Vos données sont complètes, correctes et à jour.
   - Ajoutez des informations complémentaires comme la traçabilité, un lien vers votre site web.

   **Adoptez facilement le Nutri-Score**
   Le Nutri-Score est automatiquement calculé à partir des données nutritionnelles.
   - Obtenez le calcul détaillé du Nutri-Score.
   - Vérifiez le Nutri-Score si vous l’avez déjà calculé.

   **Trouvez des opportunités d’amélioration de vos produits**
   Nous analysons automatiquement les données de vos produits et les considérons.
   - Améliorez significativement le Nutri-Score avec une réduction raisonnable.
   - Détectez les produits avec un moins bon profil nutritionnel que les produits de leur catégorie.

   **Nous sommes à votre disposition pour tous**
   Vous pouvez consulter notre guide de prise en main rapide et nous aimer à l’adresse:

   - [https://world.pro.openfoodfacts.org](https://world.pro.openfoodfacts.org)
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
- Save

Compte professionnel
Si vous travaillez pour un producteur ou une marque et souhaitez ajouter des producteurs.
La plateforme pour les producteurs permet aux fabricants d'importer facilement 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)

Enregistrer
I have never created an account

- Go to: https://world.pro.openfoodfacts.org
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.
SHARE MY PRODUCTS DATA
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/AGENA3000/AKENEO
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
5 steps

1. Data
2. Photos
3. Complete your data
4. Check your data
5. Export to the public database
Step 1 - Data

Diagram: Data flow diagram with an arrow pointing to an Excel icon.
Import product data

- You have 2 options to gather your data:
  
  1. **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

  2. **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
Import product data

1 Import products
- Import product data
- Import product photos
- Export product data and photos to the public database
- Remove all your products from the platform for producers

Add a product

<table>
<thead>
<tr>
<th>or Barcode</th>
<th>Add</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Product without barcode

2 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.

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

<table>
<thead>
<tr>
<th>Colonne dans le fichier</th>
<th>Champ sur Open Food Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAN</td>
<td>Code barre</td>
</tr>
<tr>
<td>nom_produit</td>
<td>Nom du produit</td>
</tr>
<tr>
<td>marque</td>
<td>Marques</td>
</tr>
<tr>
<td>quantité</td>
<td>Quantité</td>
</tr>
<tr>
<td>catégorie</td>
<td>Catégories</td>
</tr>
<tr>
<td>produit_reconstitue</td>
<td>Sélectionnez un champ</td>
</tr>
<tr>
<td>liste_ingredients</td>
<td>Liste des ingrédients</td>
</tr>
<tr>
<td>allergènes</td>
<td>Allergènes</td>
</tr>
<tr>
<td>traces</td>
<td>Traces</td>
</tr>
<tr>
<td>bio</td>
<td>Label spécifique</td>
</tr>
<tr>
<td>calories</td>
<td>Énergie (kcal) pour 100 g / kcal</td>
</tr>
</tbody>
</table>

- Check that the fields are correctly matched, especially if you are importing a file from your organization's internal system
- Be careful about units of measurement
<table>
<thead>
<tr>
<th>Scores: required data</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nutritional information</strong></td>
</tr>
<tr>
<td><strong>Product category</strong> (e.g. drinks, cheese, yoghurt, etc.)</td>
</tr>
<tr>
<td><strong>Ingredients</strong></td>
</tr>
<tr>
<td><strong>Name of the product</strong></td>
</tr>
<tr>
<td><strong>Allergens</strong></td>
</tr>
<tr>
<td><strong>Quantity/volume</strong></td>
</tr>
<tr>
<td><strong>Product photos</strong></td>
</tr>
</tbody>
</table>

| **Packaging components** (number, shape, material, recycling instructions) |
| **Labels concerning the method of production**: list of valued labels |
| **Ingredients and proportions (%)** |
| **Origin of the ingredients** |
| **Product category**: to be chosen among the categories defined by Agrybalise (official reference, in French only) |

| **Ingredients** | INCO |
| **Product category** (e.g. drinks, cheese, yoghurt, etc.) |

| Vegan and Vegetarian status |
| **Ingredients**: all ingredients must be recognized by Open Food Facts to affirm vegetarian/vegan status |

*optional, but highly recommended for an optimal user experience*
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)

Adding additional fields
- Refer to https://fr.openfoodfacts.org/guide-pour-les-producteurs

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.

1. Download this Excel template

2. Complete it with the references that needs to be archived

3. Import it in your Pro workspace (see how to import)
Step 2 - Photos

1. Data
2. Photos

Excel with data and a JPG file icon.
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 "→ 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

Do not drop the photos directly into the Excel file cells.
Photo format

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

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

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

Refer to the list of 2-character language codes [ISO-3166].

Ex: `2000000136683_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
Step 3 - Complete data

1. Data
2. Photos
3. Complete your data
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:** Brands completed, Front photo selected, Ingredients completed, Nutrition facts completed, Photos uploaded, Product name completed, Quantity completed, Exported

**To do:** Categories to be completed, Characteristics to be completed, Expiration date to be completed, Ingredients photo to be selected, Nutrition photo to be selected, Origins to be completed, Packaging code to be completed, Packaging photo to be selected, Packaging to be completed, Photos to be validated, To be completed
Step 4 - Check your data

1. Data
2. Photos
3. Complete your data
4. Check your data
Verify the quality of the data

Quality error detection tool:

1. Open Food Facts for producers -
   - Number of products with data quality errors: 8
   - Number of products with improvement opportunities: 977
   - Your products:
     - Add or update products

2. List of data quality errors - World
   3 data quality errors:
   - Nutrition - Sugars plus starch greater than carbohydrates
     - Products: 4
   - Energy value in kcal does not match value in kJ
     - Products: 4
   - Energy value in kcal greater than in kJ
     - Products: 1

Click on the identified error to discover the concerned products and make the necessary changes
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: https://world.pro.openfoodfacts.org/state/to-be-exported/categories
- Ingredients: https://world.pro.openfoodfacts.org/state/to-be-exported/ingredients
- Photos: https://fr.pro.openfoodfacts.org/etat/photo-de-face-non-selectionnee
- Logical check rules: https://world.pro.openfoodfacts.org/state/to-be-exported/data-quality

List of categories - World

<table>
<thead>
<tr>
<th>Category</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals</td>
<td>3</td>
</tr>
<tr>
<td>Plant-based foods and beverages</td>
<td>2</td>
</tr>
</tbody>
</table>

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

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)** → contact us, we will add it to our category taxonomy.

Double-click on the column header "*" to display the error values at the top of the table.
Step 5 - Publish

1. Data
2. Photos
3. Complete your data
4. Check your data
5. Export to the public database
Export to the public database

For your first export, an Open Food Facts member will check your product records and give you feedback on the quality of the data. For subsequent exports, the export to the public database will be automatic, and the update will be instantaneous.

CONGRATULATIONS!

→ Nombre de produits avec des opportunités d’amélioration : 970

Vos produits :

→ Ajouter ou mettre à jour des produits

Certaines mises à jour de produits n’ont pas été publiées dans la base de données publique.

7 produits seront exportés.

→ Exporter les données et les photos des produits vers la base de données publique

→ Voir les résultats du monde entier

LAST STEP
OPPORTUNITIES FOR IMPROVEMENT
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

Open Food Facts for producers -

1. Number of products with data quality errors: 8
2. Number of products with improvement opportunities: 977

Your products:

1. Add or update products

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

Click on the proposed improvement to discover the product(s) concerned

19 possible improvements:

<table>
<thead>
<tr>
<th>Possible improvement</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition - High fat value for category</td>
<td>206</td>
</tr>
<tr>
<td>Nutrition - High saturated fat value for category</td>
<td>180</td>
</tr>
<tr>
<td>Nutrition - High salt value for category</td>
<td>180</td>
</tr>
<tr>
<td>Nutrition - High sugars value for category</td>
<td>162</td>
</tr>
<tr>
<td>Nutrition - Very high salt value for category</td>
<td>131</td>
</tr>
<tr>
<td>Nutrition - Very high saturated fat value for category</td>
<td>131</td>
</tr>
<tr>
<td>Nutrition - Very high sugars value for category</td>
<td>116</td>
</tr>
<tr>
<td>Nutrition - Very high fat value for category</td>
<td>103</td>
</tr>
<tr>
<td>Better Nutri-Score with less sodium</td>
<td>60</td>
</tr>
<tr>
<td><strong>Better Nutri-Score with less sugars</strong></td>
<td><strong>50</strong></td>
</tr>
<tr>
<td>Better Nutri-Score with less saturated fat</td>
<td>46</td>
</tr>
<tr>
<td>Better Nutri-Score with slightly less sodium</td>
<td>27</td>
</tr>
<tr>
<td>Better Nutri-Score with slightly less saturated fat</td>
<td>22</td>
</tr>
</tbody>
</table>
Opportunities to improve product quality

Possible improvements

**Better Nutri-Score with less sugars**
A decrease of sugars by 5% to 10% would result in a better Nutri-Score.

The Nutri-Score can be changed from D to C by changing the sugars value from 19 to 18 (5 percent difference).

**Better Nutri-Score with less sodium**
A decrease of sodium by 5% to 10% would result in a better Nutri-Score.

The Nutri-Score can be changed from D to C by changing the sodium value from 680 to 639 (7 percent difference).

Go to the bottom of the product page in the "Possible improvements" section to discover the details of the opportunities identified.
ANALYSE MY DATA
About the Nutri-Score

- Reminder of mandatory data (see page 16)
  - 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
About the Eco-Score

● Reminder of mandatory data (cf. page 16)
  ○ Packaging components
  ○ Labels
  ○ Ingredients and proportions (%)
  ○ Origin of ingredients
  ○ Specific product category

● Eco-Score calculation documentation
  ○ Page web Open Food Facts
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.

Le formulaire de l’Eco-Score est susceptible d’évoluer car elle est régulièrement améliorée pour la rendre plus précise.

Avertissement : certaines informations nécessaires pour calculer l’Eco-Score avec précision ne sont pas renseignées (voir le détail du calcul ci-dessous).

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 producteurs.

Details du calcul de l’Eco-score
Focus on the production mode

Groupe 1: +20 points


Groupe 2: +15 points

- 🌿 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
- 🌿 Fairtrade — http://www.fairtrade.net
- 🌿 BBC — https://www.bleu-blanc-coeur.org
- 🌿 Label Rouge — https://www.labelrouge.fr/
- 🌿 ASC — http://www.asc-aqua.org
- 🌿 MSC — http://www.msc.org

Source: https://docs.score-environnemental.com/methodologie/produit/label
Focus on the origin of the ingredients

1. Environmental Performance Index (EPI)

2. Transport

Sources:
https://docs.score-environnemental.com/methodologie/produit/origine
https://docs.score-environnemental.com/methodologie/produit/transport/synthese
Analyse my product portfolio

- View my product portfolio:
  - By Nutri-Score
  - By Eco-Score
  - etc.

Open Food Facts pour les producteurs -

- Nombre de produits avec des avertissements de qualité des données : 4
- Nombre de produits avec des opportunités d'amélioration : 7

Vos produits :
- Ajouter ou mettre à jour des produits
- Exporter les données et les photos des produits vers la base de données publique

Liste des Notes nutritionnelles - France

1. 44 produits
2. 1
3. 2
4. 3
Analyze my product portfolio

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

- Custom graphics:
  - Establish your x-axis and y-axis criteria and compare your products

Facts for the producteur -

- 218 des erreurs de qualité des données : 7
- 218 des opportunités d’amélioration : 970

Products n'ont pas été publiées dans la base de données publique.
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 .xlsx:**
  - 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).
USEFUL LINKS
Useful links

- About the Eco-Score and FAQ Eco-Score
- About the Nutri-Score
- FAQ for producers:
  - English
  - German
  - Spanish
  - Italian
- The import template in Excel format
- Feedback form (if you wish to make improvement requests)
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Video call - 30 min