Pro Platform
Open Food Facts

USER GUIDE

Last updated on: 03.08.2023
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 and resources
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

- Close to 3 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
- Same login and password as on the Open Food Facts public site

Connecting to my company
- Change my account settings

1. Se connecter
   Nom d'utilisateur ou adresse e-mail :
   Mot de passe
   Se connecter

2. Paramètres du compte
   ORGANISATION
   Modifier le profil de votre organisation
   Se déconnecter
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
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 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
5 steps

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

**The duration of this step depends on the quality of your internal data structure**

Download the Excel import template
Import product data

1

Open Food Facts for producers - food-

-- Number of products with data quality errors: 43
-- Number of products with data quality warnings: 9
-- Number of products with improvement opportunities: 2

Your products

Add a product Import product data Import product photos

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

Export product data and photos to the public database

49 products Recently modified products Explore products by...

Classify the 49 products below according to your preferences

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

#### Column in file vs. Field on Open Food Facts

<table>
<thead>
<tr>
<th>Column in file</th>
<th>Field on Open Food Facts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barcode</td>
<td>Barcode</td>
</tr>
<tr>
<td>Producer product identifier</td>
<td>Producer product identifier</td>
</tr>
<tr>
<td>Producer version identifier</td>
<td>Producer version identifier</td>
</tr>
<tr>
<td>Main language</td>
<td>Main language</td>
</tr>
<tr>
<td>Product name</td>
<td>Product name</td>
</tr>
<tr>
<td>Abbreviated product name</td>
<td>Abbreviated product name</td>
</tr>
<tr>
<td>Common name</td>
<td>Common name</td>
</tr>
<tr>
<td>Quantity</td>
<td>Quantity</td>
</tr>
<tr>
<td>Net weight</td>
<td>Net weight</td>
</tr>
<tr>
<td>Drained weight</td>
<td>Drained weight</td>
</tr>
<tr>
<td>Volume</td>
<td>Volume</td>
</tr>
<tr>
<td>Serving size</td>
<td>Serving size</td>
</tr>
<tr>
<td>Packaging</td>
<td>Packaging</td>
</tr>
<tr>
<td>Brands</td>
<td>Brands</td>
</tr>
<tr>
<td>Brand owner</td>
<td>Brand owner</td>
</tr>
<tr>
<td>Categories</td>
<td>Categories</td>
</tr>
</tbody>
</table>

- **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**.

#### Import data

- **58 columns out of 91 have been selected and will be imported.**
<table>
<thead>
<tr>
<th>Scores: required data</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Nutritional information <strong>INCO</strong></td>
</tr>
<tr>
<td>● Product category (e.g. drinks, cheese, yoghurt, etc.)</td>
</tr>
<tr>
<td>● Ingredients* <strong>INCO</strong></td>
</tr>
<tr>
<td>● Name of the product</td>
</tr>
<tr>
<td>● Allergens <strong>INCO</strong></td>
</tr>
<tr>
<td>● Quantity/volume* <strong>INCO</strong></td>
</tr>
<tr>
<td>● Product photos*</td>
</tr>
<tr>
<td>● Packaging components (number, shape, material, recycling instructions)</td>
</tr>
<tr>
<td>● Labels concerning the method of production: <a href="#">list of valued labels</a></td>
</tr>
<tr>
<td>● Ingredients and proportions (%)</td>
</tr>
<tr>
<td>● Origin of the ingredients</td>
</tr>
<tr>
<td>● Product category: to be chosen among the <a href="#">categories defined by Agrybalise</a> (official reference, in French only)</td>
</tr>
<tr>
<td>● Ingredients* <strong>INCO</strong></td>
</tr>
<tr>
<td>● Product category (e.g. drinks, cheese, yoghurt, etc.)</td>
</tr>
</tbody>
</table>

Vegan and Vegetarian status: **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)

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
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:
  
  1. 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)
  
  2. 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

Please 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.
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. Number of products with data quality errors: 43
2. Number of products with data quality warnings: 9
3. Number of products with improvement opportunities: 2

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](https://world.pro.openfoodfacts.org/state/to-be-exported/categories)
- Ingredients: [https://world.pro.openfoodfacts.org/state/to-be-exported/ingredients](https://world.pro.openfoodfacts.org/state/to-be-exported/ingredients)
- Photos: [https://fr.pro.openfoodfacts.org/etat/photo-de-face-non-selecionnee](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](https://world.pro.openfoodfacts.org/state/to-be-exported/data-quality)

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

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.

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

Your products

- Add a product
- Import product data
- Import product photos

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

LAST STEP

Export product data and photos 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!
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

→ **Number of products with data quality errors:** 43
→ **Number of products with data quality warnings:** 9
→ **Number of products with improvement opportunities:** 2

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

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

### Table of 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>189</td>
</tr>
<tr>
<td>Nutrition - High salt value for category</td>
<td>189</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 fat value for category</td>
<td>116</td>
</tr>
<tr>
<td>Nutrition - Very high sugars 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 630 (7 percent difference)

Go to the bottom of the product page in the "Possible improvements" section to discover the details of the opportunities identified.

Click on the product to reformulate
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

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Nutrition

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)
- 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

→ Learn more about the Nutri-Score
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**
  ○ [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

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Baseline score of the product category

- Lifecycle 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

<table>
<thead>
<tr>
<th>Impact</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>82.7%</td>
</tr>
<tr>
<td>Processing</td>
<td>11.5%</td>
</tr>
<tr>
<td>Packaging</td>
<td>2.8%</td>
</tr>
<tr>
<td>Transportation</td>
<td>2.4%</td>
</tr>
<tr>
<td>Distribution</td>
<td>0.6%</td>
</tr>
<tr>
<td>Consumption</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

LCA score out of 100: 40

Additional bonuses and maluses

- Production mode
  - No labels taken into account for the production system.
  - If this product has a label characterizing the production system (organic, fair trade, Label Rouge, Bio, Bio 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.

- Origins of ingredients
  - Unknown: 100%
  - The origins of the ingredients of this product are not indicated.
  - If they are indicated on the packaging, you can modify the product sheet and add them.
  - If you are the manufacturer of this product, you can send us the information with our free platform for producers.

- Environmental policy
  - 5%
  - Transportation: 0

- Threatened species
  - Ingredients that threaten species: Palm oil
  - Threatened species: 10

- Packaging
  - Label: 10%
  - Score: 11%

Final score

- Eco-score: 21 - Eco-score grade: D
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)**

![EPI Score](image)

2. **Transport**

- France: 100
- Germany: 63
- Colombia: 13
- Greece: 24
- Italy: 54
- Norway: 62

<table>
<thead>
<tr>
<th>Pays</th>
<th>Rail</th>
<th>Road</th>
<th>Sea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allemagne</td>
<td>12%</td>
<td>88%</td>
<td>0%</td>
</tr>
<tr>
<td>Autriche</td>
<td>41%</td>
<td>59%</td>
<td>0%</td>
</tr>
<tr>
<td>Belgique</td>
<td>16%</td>
<td>84%</td>
<td>0%</td>
</tr>
<tr>
<td>Bulgarie</td>
<td>21%</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td>Chypre</td>
<td>0%</td>
<td>3%</td>
<td>97%</td>
</tr>
<tr>
<td>Danemark</td>
<td>3%</td>
<td>37%</td>
<td>60%</td>
</tr>
<tr>
<td>Espagne</td>
<td>1%</td>
<td>82%</td>
<td>17%</td>
</tr>
<tr>
<td>Estonie</td>
<td>4%</td>
<td>10%</td>
<td>86%</td>
</tr>
<tr>
<td>Finlande</td>
<td>1%</td>
<td>8%</td>
<td>91%</td>
</tr>
<tr>
<td>France</td>
<td>0%</td>
<td>97%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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.
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.
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)

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**Graphique des résultats**

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

**Tableau nutritionnel**

<table>
<thead>
<tr>
<th>Matières grasses</th>
<th>Tél que vendu pour 100 g / 100 ml</th>
<th>Ecart type</th>
<th>Minimum</th>
<th>10ème centile</th>
<th>Médiane</th>
<th>90ème centile</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matières grasses</td>
<td>0.465 g</td>
<td>0.459 g</td>
<td>0.04 g</td>
<td>0.04 g</td>
<td>0.29 g</td>
<td>1.24 g</td>
<td>1.24 g</td>
</tr>
</tbody>
</table>
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)
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.
Manon Corneille
Producers and retailers support
manon@openfoodfacts.org
+33 7 82 82 80 13
Video call - 30 min