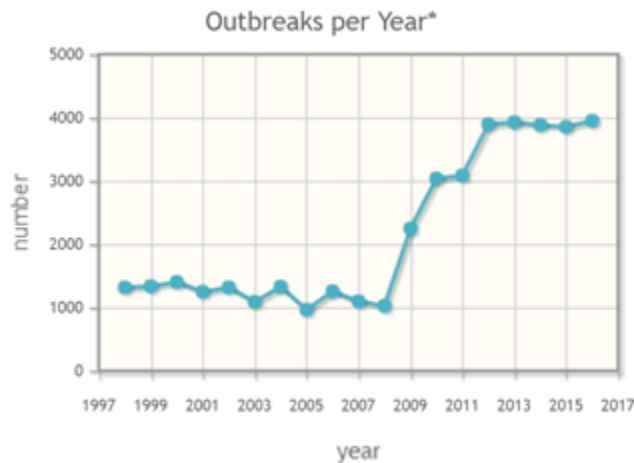


## Why FoodTracker?

There are two important reasons why FoodTracker is important and it is as below:

1. There have been more frequent outbreaks of food contaminations in recent years which results in grocery stores pulling food items off the shelves for days, weeks, or even months. According to the World Health Organization (WHO), approximately 420,000 people die per year around the world because of food contamination. The graph below shows the increasing number of food contamination outbreaks that have occurred per year in the United States over a twenty-year span (1997-2017) (CDC).



Source: <https://wwwn.cdc.gov/norsdashboard/>

2. There has been an increasing desire to know where their food is coming from. There are a lot of movements around the US to eat local and support local farming. According to the Market Research Foundation, demand for organic food is expected to grow 14.8% by 2023.