2 The digital recipe ecosystem is **fragmented** and due to **inefficient data structures loses value**

Poor recipe formats lack most important data

Recipes are stored in various formats across different platforms. There's no standardization in data structure, formats are flat and lack depth.

Missing (meta)data

Nutritional values, allergens & dietary information, ingredient prices, seasonality, ingredient origin & impact information
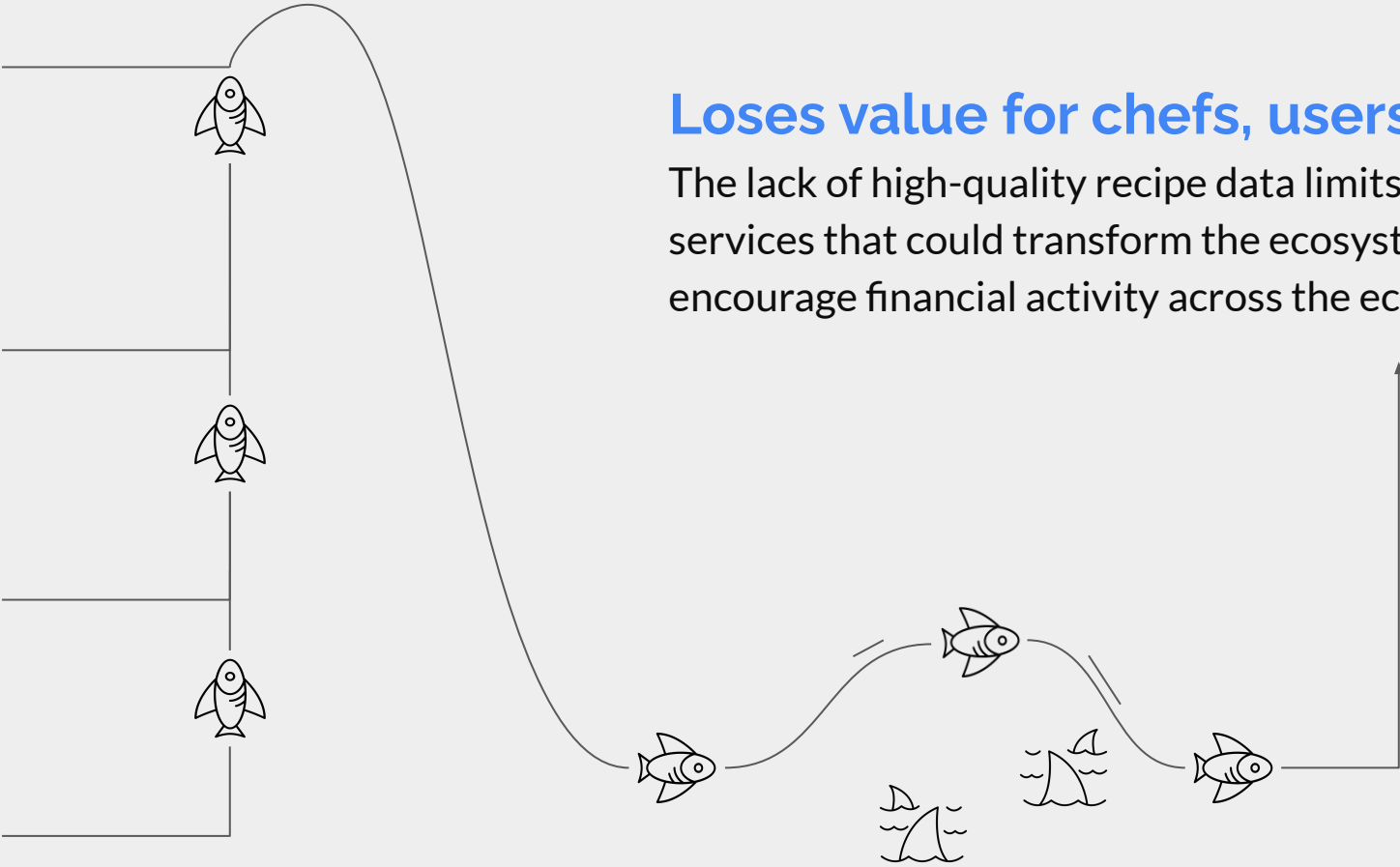
Limited Connectivity

Systems can not easily communicate and integrate between with databases and online services

Limited Adaptability

Recipes cannot easily adapt to changes

Lack of licensing data and verification

Induces recipe copycat behavior and dilutes the quality of online culinary content.

Loses value for chefs, users and businesses.

The lack of high-quality recipe data limits development of new features and services that could transform the ecosystem, enhance the user satisfaction and encourage financial activity across the ecosystem.