

Add it to Our Grocery List!

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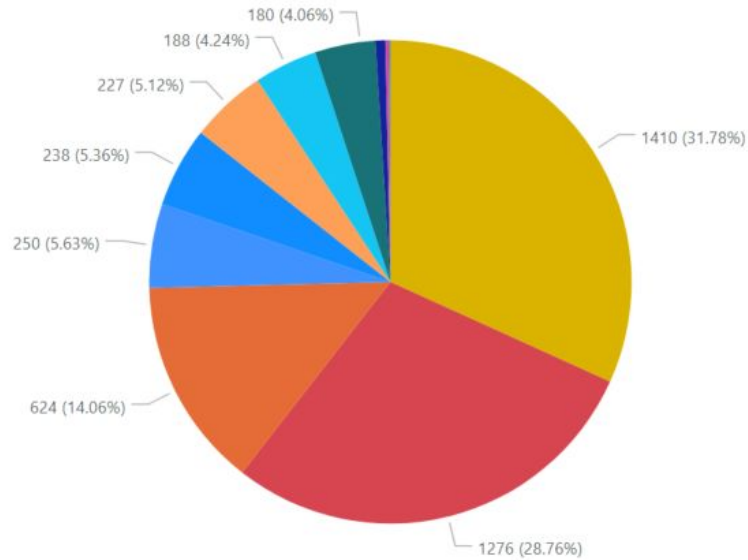
USDA Packaged Foods

- 4437 rows, 13 columns
- Which ingredients were the most popular across entire sample companies
- Which ingredients were most popular in focal companies
- Which categories of food were most sought after
 - Across entire sample
 - Amongst each company

Assumptions

- Redundant ingredients
- Salt and water would be key ingredients to all meals
 - Omitted from list

Category Counts

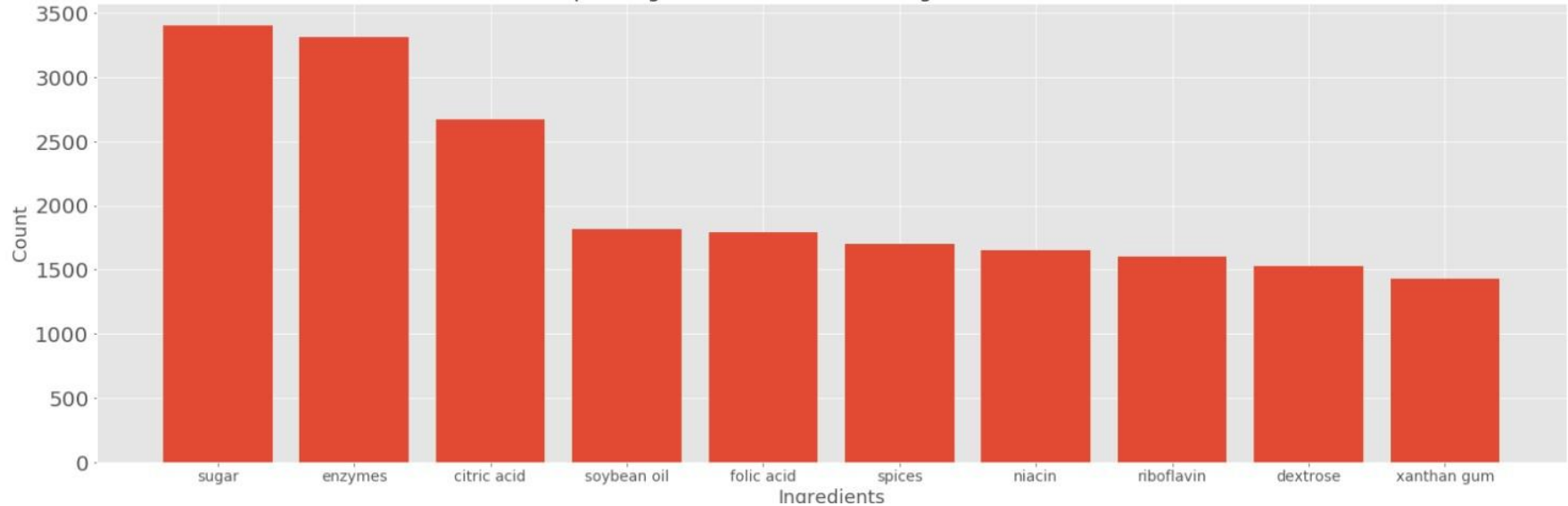


branded_food_category

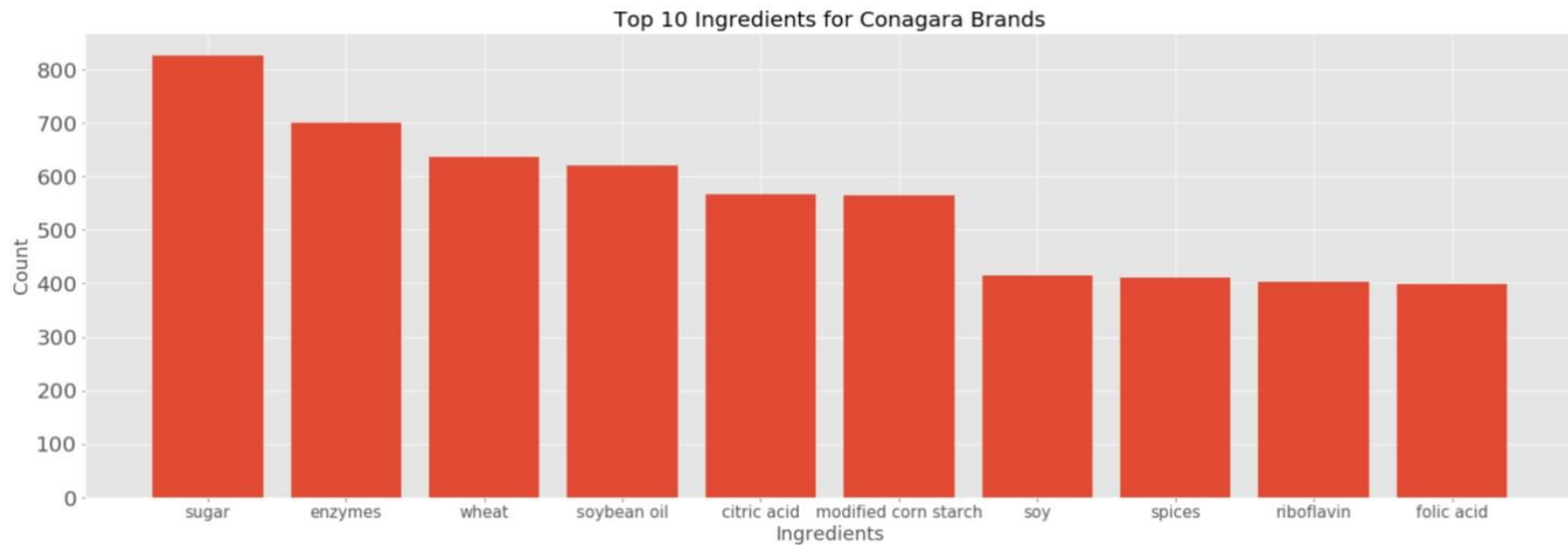
- Entrees, Sides & Small Meals
- Frozen Breakfast Sandwiches, Biscuits & Meals
- Dough Based Products / Meals
- Vegetable Based Products / Meals
- Breakfast Sandwiches, Biscuits & Meals
- Vegetable Based Products / Meals - Not Ready to Eat (Froz...
- Ready-Made Combination Meals
- Grain Based Products / Meals
- Dairy/Egg Based Products / Meals
- Dough Based Products / Meals - Not Ready to Eat - Savour...
- Egg Based Products / Meals - Not Ready to Eat (Frozen)
- Grain Based Products / Meals - Not Ready to Eat - Savoury ...
- Dough Based Products / Meals - Not Ready to Eat - Savour...

Across All Companies

Top 10 Ingredients for USDA Packaged Food Data Set

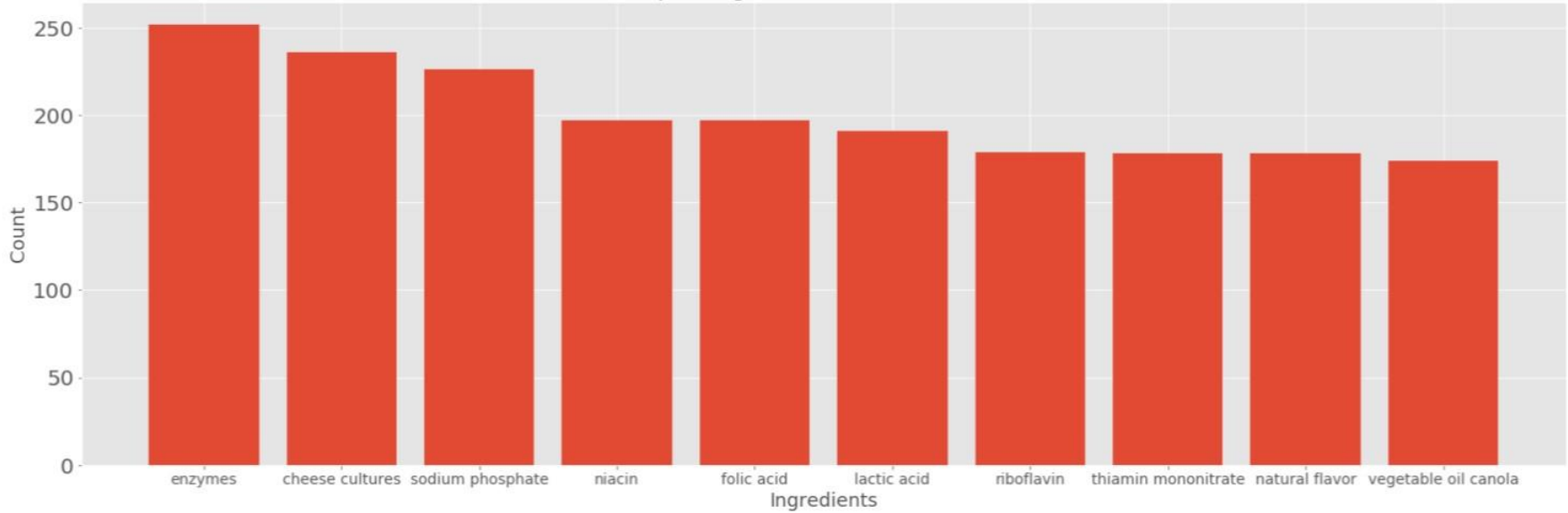


Conagara Brands



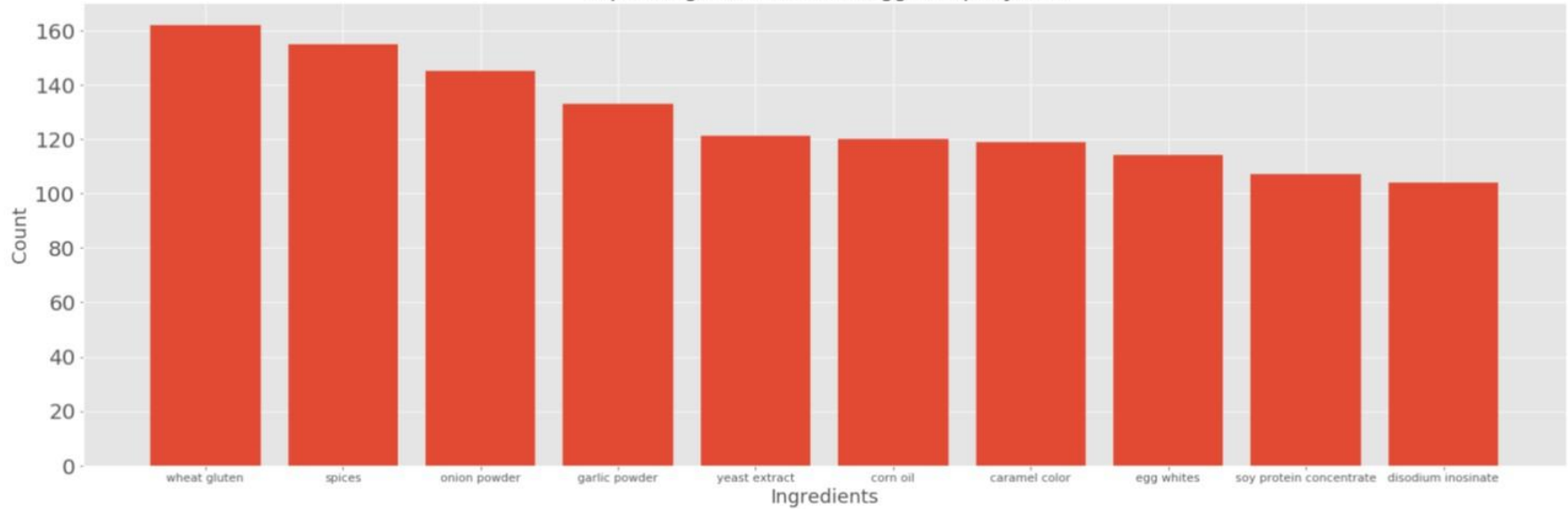
General Mills

Top 10 Ingredients for General Mills



Kellogg's Company

Top 10 Ingredients for Kellogg Company U.S.



How does this help?

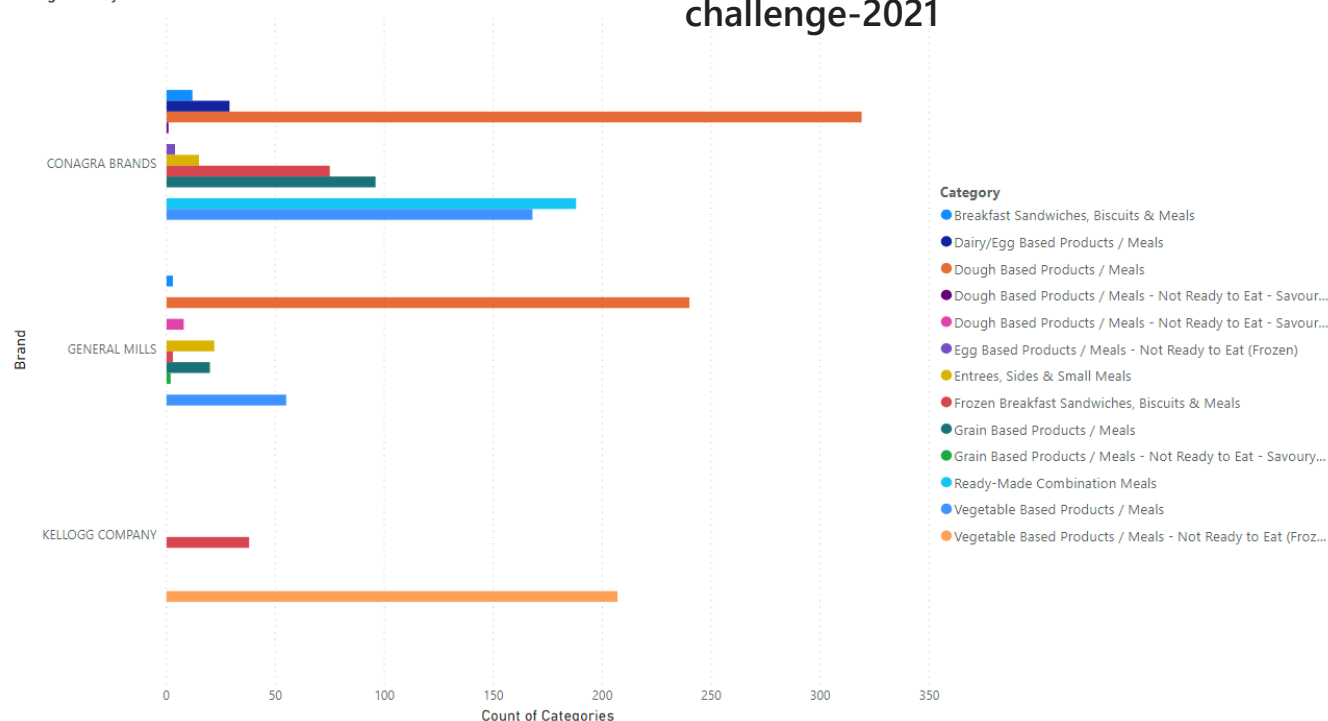
- Allows consumers to see general makeup of the products they buy
 - More informed decisions
- Provides companies a better idea of:
 - Which sorts meals the general population gravitates to
 - Corresponding ingredients to support the demand
 - Policy changes
 - Display warnings of potentially harmful ingredients (i.e. wheat gluten)

Overview

View Interactive Interface:

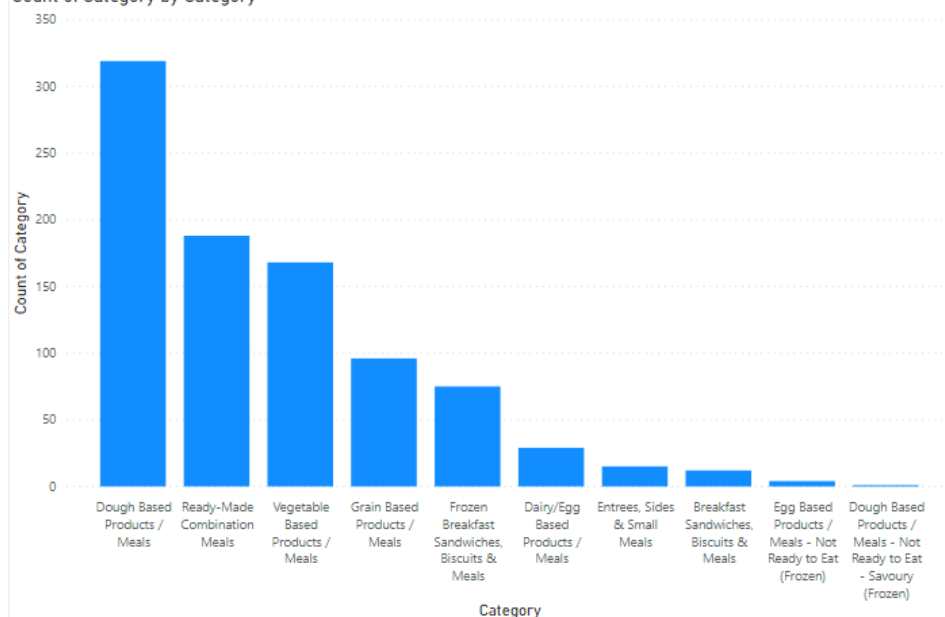
<http://coda.io/@jen-sun/data-challenge-2021>

Categories by Brand Owner



Conagra Breakdown

Count of Category by Category



Comments: The user interface helps consumers decide which food products they might like to purchase based on personal preference.

The dataset used for the interface only includes meals produced by Conagra to simplify the coding required.

This is intended to provide proof of concept, that a user-friendly program can be created from the entire USDA dataset that guides consumer decision-making.

The top graph aims to show that the dataset included Conagra products across many different categories. This helps our recommendations come from different sources.

The bottom graph provides a better graphic of Conagra's packaged foods distribution

Dataset

selectable control

Category: Entrees, Sides & Small Meals

Enter an ingredient to include or exclude:

Leave blank to include all options.

Only supports one ingredient at a time.

gluten

fillable text field

☐ Currently recommending meals that do not contain gluten

checkable box

Comments:

Select one category to filter the recommendations by that category. "Recommendations" will only show Conagra products that are classified as "Entrees, Sides & Small Meals."

For any dietary restriction (such as whey, gluten, eggs, milk, etc.), type it into the text field and "Recommendations" will either include or exclude foods containing that ingredient.

Click "Add to List" under "Grocery List" in each recommended item to have it show up in your grocery list.

Recommendations

CHEF BOYARDEE, BEEFARONI, PASTA IN TOMATO AND MEAT SAUCE

SERVING SIZE

249 g

HOUSEHOLD SERVING SIZE

1 cup


CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

tomatoes (tomato puree, water), water, enriched macaroni product (semolina wheat flour, niacin, iro...

GROCERY LIST

 Add to List

CHEF BOYARDEE, BEEFARONI, PASTA IN TOMATO AND MEAT SAUCE

SERVING SIZE

249 g

HOUSEHOLD SERVING SIZE

1 cup


CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

tomatoes (tomato puree, water), water, enriched macaroni product (semolina wheat flour, niacin, iro...

GROCERY LIST

 Add to List

PASTA IN SAUCE BIG BOWL, CREAMY TOMATO CHICKEN

SERVING SIZE

246 g

HOUSEHOLD SERVING SIZE

1 cup

CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

tomatoes (tomato puree, water), water, enriched pasta (durum wheat semolina, egg white, niaci...

GROCERY LIST

 Add to List

PASTA IN SAUCE BIG BOWL, CREAMY TOMATO CHICKEN

SERVING SIZE

246 g

HOUSEHOLD SERVING SIZE

1 cup

CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

tomatoes (tomato puree, water), water, enriched pasta (durum wheat semolina, egg white, niaci...

GROCERY LIST

 Add to List

BIG BOWL MARINARA, ITALIAN SAUSAGE

SERVING SIZE

245 g

HOUSEHOLD SERVING SIZE

1 cup

CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

water, tomatoes (tomato puree, water), enriched pasta (durum wheat semolina, egg white, niaci...

GROCERY LIST

 Add to List

BIG BOWL MARINARA, ITALIAN SAUSAGE

SERVING SIZE

245 g

HOUSEHOLD SERVING SIZE

1 cup

CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

water, tomatoes (tomato puree, water), enriched pasta (durum wheat semolina, egg white, niaci...

GROCERY LIST

 Add to List

CHILI KIT

SERVING SIZE

210 g

HOUSEHOLD SERVING SIZE

3/4 cup


CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

hunt's tomato sauce tomato puree (water, tomato paste), water, less than 2% of: salt, citric...

GROCERY LIST

 Add to List

CHEESY RICE IN A SAUCE, CHEESY RICE

SERVING SIZE

205 g

HOUSEHOLD SERVING SIZE

1 bowl

CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

water, white rice, cheese flavor (whey, cheese [granular and blue (pasteurized milk, cheese culture...

GROCERY LIST

 Add to List

CHEF BOYARDEE, MAC & CHEESE, PASTA IN CHEESE SAUCE, CHEF BOYARDEE, MAC ...

SERVING SIZE

202 g

HOUSEHOLD SERVING SIZE

0.5 bowl


CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

water, macaroni (durum semolina, egg whites), processed cheese food cheddar cheese glucose...

GROCERY LIST

 Add to List

BANQUET, MORNING BAKES, CHEESY HAM & HASH BROWNS

SERVING SIZE

192 g

HOUSEHOLD SERVING SIZE

0.25 package makes 1 cup prepared


CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

cheese sauce with savory ham: water, ham water added (cured with water, modified corn starch,...

GROCERY LIST

 Add to List

BANQUET, MORNING BAKES, CHEESY HAM & HASH BROWNS

SERVING SIZE

192 g

HOUSEHOLD SERVING SIZE

0.25 package makes 1 cup prepared


CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

cheese sauce with savory ham: water, ham water added (cured with water, modified corn starch,...

GROCERY LIST

 Add to List

Grocery List

Items from the Dataset get added to the grocery list here:

Grocery List

CHEF BOYARDEE, MAC & CHEESE PASTA IN CHEESE SAUCE

HOUSEHOLD SERVING SIZE

1 cup

CATEGORY

Entrees, Sides & Small Meals

INGREDIENTS

water, enriched pasta (semolina wheat flour, wheat protein isolate (wheat gluten, phosphate, lactic...

DELETE

✕ Delete from List

BLUEBERRY CHIA PEACHES WITH MATCHA GRANOLA, ROASTED PEPITAS AND DRIED...

HOUSEHOLD SERVING SIZE

1 meal

CATEGORY

Frozen Breakfast Sandwiches, Biscuits & Meals

INGREDIENTS

sauce (water, blueberries, honey, yogurt [cultured grade a nonfat milk], chia seeds, lemon juice...

DELETE

✕ Delete from List

BREAK-O-MORN SCRAMBLED EGG MIX COOK-IN-BAG, CASE

HOUSEHOLD SERVING SIZE

1/4 cup (61g)

CATEGORY

Egg Based Products / Meals - Not Ready to Eat (Frozen)

INGREDIENTS

whole eggs, whole milk, salt, dipotassium phosphate and monosodium phosphate (to...

DELETE

✕ Delete from List

In the Future...

- Organize food by health index
 - Comparing potassium, essential vitamin, and fat content across ingredients
 - Per FDA definition of “‘healthy’ food labeling”

$$(potassium + essential\ vitamins) + \left(\frac{polyunsaturated\ fats + monounsaturated\ fats}{saturated\ fats} \right)$$

- With more data
 - Demographics of where each category of food was bought
 - Apply statistical analysis for companies to focus where to distribute each unique food item

Questions?