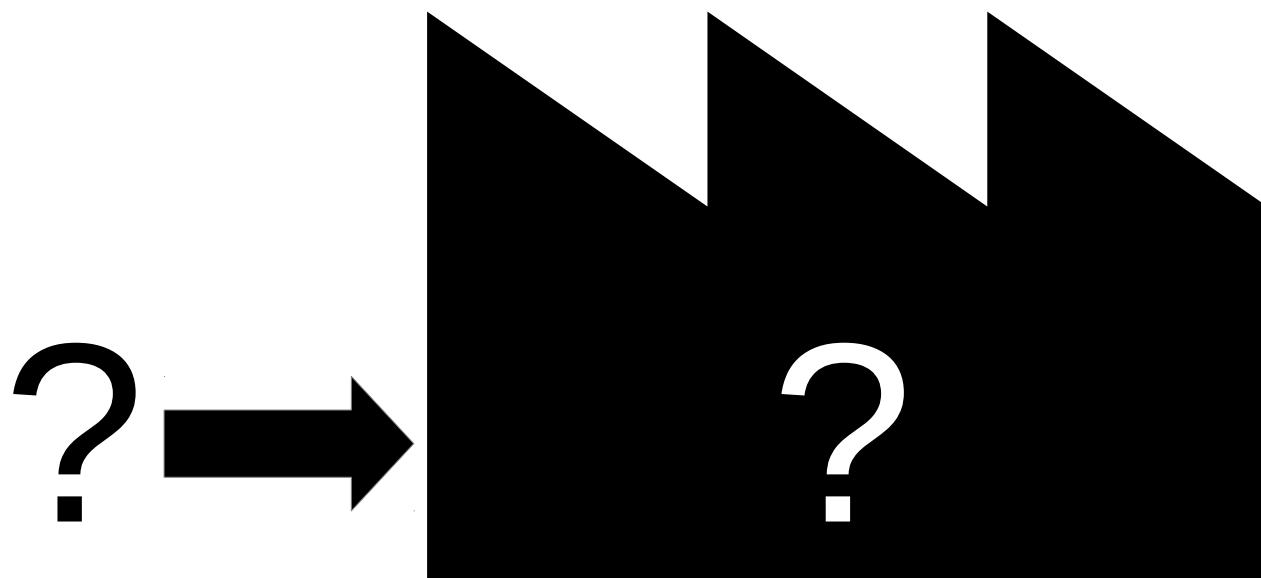




Making the food industry more transparent,  
thanks to open data and crowdsourcing

For consumers,  
the food industry  
is a black box

“vegetable oil”



“beef meat”

# A lot of useful data, if you read the fine print

PRODUCE OF LUXEMBOURG  
TENDRE GENOISE RECOUVERTE D'UNE MARMELADE D'ORANGE ET D'UNE COQUE DE CHOCOLAT FIN - Ingrédients : Marmelade d'oranges 41 % (sirop de glucose-fructose, sucre, pulpe d'orange 4,5 %, jus d'orange concentré 1,4 % (équivalent jus d'orange 7,8 %), pulpe d'orange concentrée 0,6 % (équivalent pulpe d'orange 2,6 %), gélifiant (pectines), acidifiant (acide citrique), correcteurs d'acidité (citrate de calcium, citrate de sodium), arôme naturel d'orange, épaississant (gomme xanthane)), chocolat 24,9 % [sucre, pâte de cacao, beurre de cacao, graisses végétales (huile de palme, huile de mangue, huile de karité et huile de palmier en proportions variables), arôme, émulsifiant (lecithine de soja), lactose et protéines de lait], farine de blé, sucre, œufs, sirop de glucose-fructose, huile végétale (colza), poudre à lever (carbonate acide d'ammonium, dihydroxyde de sodium, carbonate acide de sodium), sel, émulsifiant (lecithine de soja). Peut contenir sésame.

## INFORMATION NUTRITIONNELLE / VOEDINGSWAARDE-INFORMATIE / NÄHRWERTANGABEN

	100g	1 biscuit (12,5g)	%* / biscuit
Énergie / Energie / Energiewert	1675 kJ/400 kcal	210kJ/50kcal	3 %
Graisses / Vetten / Fett	12,5 g	1,6 g	2 %
dont acides gras saturés / waarvan verzadigde vetzuren / davon gesättigte Fettsäuren	6,1 g	0,8 g	4 %
Glucides / Koolhydraten / Kohlenhydrate	66 g	8,3 g	3 %
dont sucres / waarvan suikers / davon Zucker	49 g	6,2 g	7 %
Fibres alimentaires / Vezels / Ballaststoffe	2,0 g	0,2 g	
Protéines / Eiwitten / Eiweiss	3,5 g	0,4 g	1 %
Sel / Zout / Salz	0,36 g	0,045 g	<1 %

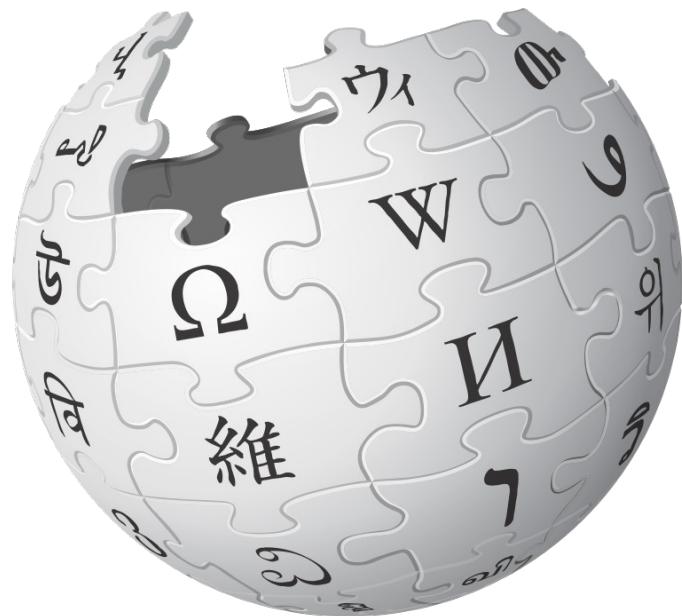
- 12 biscuits / étui, verpakking, Packung

- \* Apport de référence pour un adulte-type (8400 kJ / 2000 kcal). Pour plus d'information: [www.mondelezinternational.fr](http://www.mondelezinternational.fr) / [www.lu.be](http://www.lu.be)
- \* Referentie-inname van een gemiddelde volwassene (8400 kJ / 2000 kcal). Meer informatie op: [www.lu.nl](http://www.lu.nl) / [www.lu.be](http://www.lu.be)
- \* Referenzmenge für einen durchschnittlichen Erwachsenen (8400 kJ / 2000 kcal).

# Which cereals are healthier?



# Can we open the data on food products ourselves?



**WIKIPEDIA**  
The Free Encyclopedia



**OpenStreetMap**  
**The Free Wiki World Map**



# An Open and Collaborative Database



- Crowdsourcing with mobile apps:



## Fraises Tagada

Code barre : 3103220009406

### Caractéristiques du produit

Dénomination générique : Bonbons gélifiés

Quantité : 200 g

Conditionnement : Sachet

Marques : Haribo

Catégories : Confiseries

Labels, certifications, récompenses : colorants d'origine naturels



Produit

### Ingrédients

→ Les ingrédients sont listés par ordre d'importance (quantité).

Liste des ingrédients : Sucre, sirop de glucose, gélatine, acidifiant : acide citrique, arôme, colorants : curcumine, carmins, carotènes mélangés. Il existe / a existé une autre version (même code barre) sans curcumine.



Ingrédients

### Additifs :

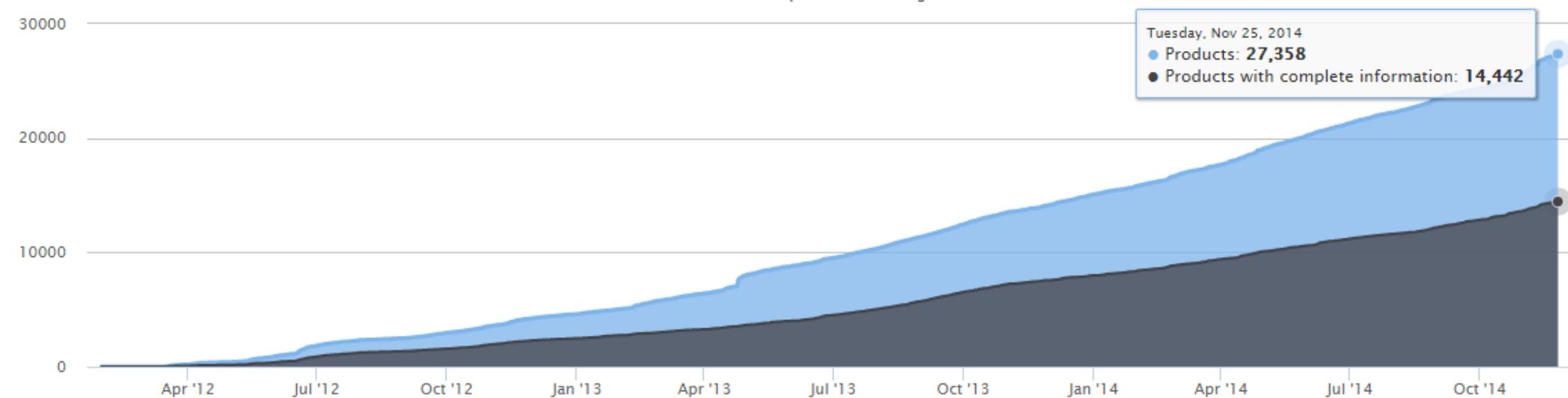
- E428 - Gélatine
- E330 - Acide citrique
- E100 - Curcumine
- E120 - Acide carminique

# A few dates and numbers

- Launch on May 19th 2012
- Incorporated as non-profit on April 11th 2014
- 1500 contributors
- 33000 products (23000 from France)

Evolution of the number of products on Open Food Facts – World

Source: [world.openfoodfacts.org](http://world.openfoodfacts.org)



## Ketchup P'tits Heinz



0.1 g **Lipides** en faible quantité

0.1 g **Acides gras saturés** en faible  
quantité

16.3 g **Sucres** en quantité élevée

2.54 g **Sel** en quantité élevée

Ne contient pas d'additifs.

Plus d'infos

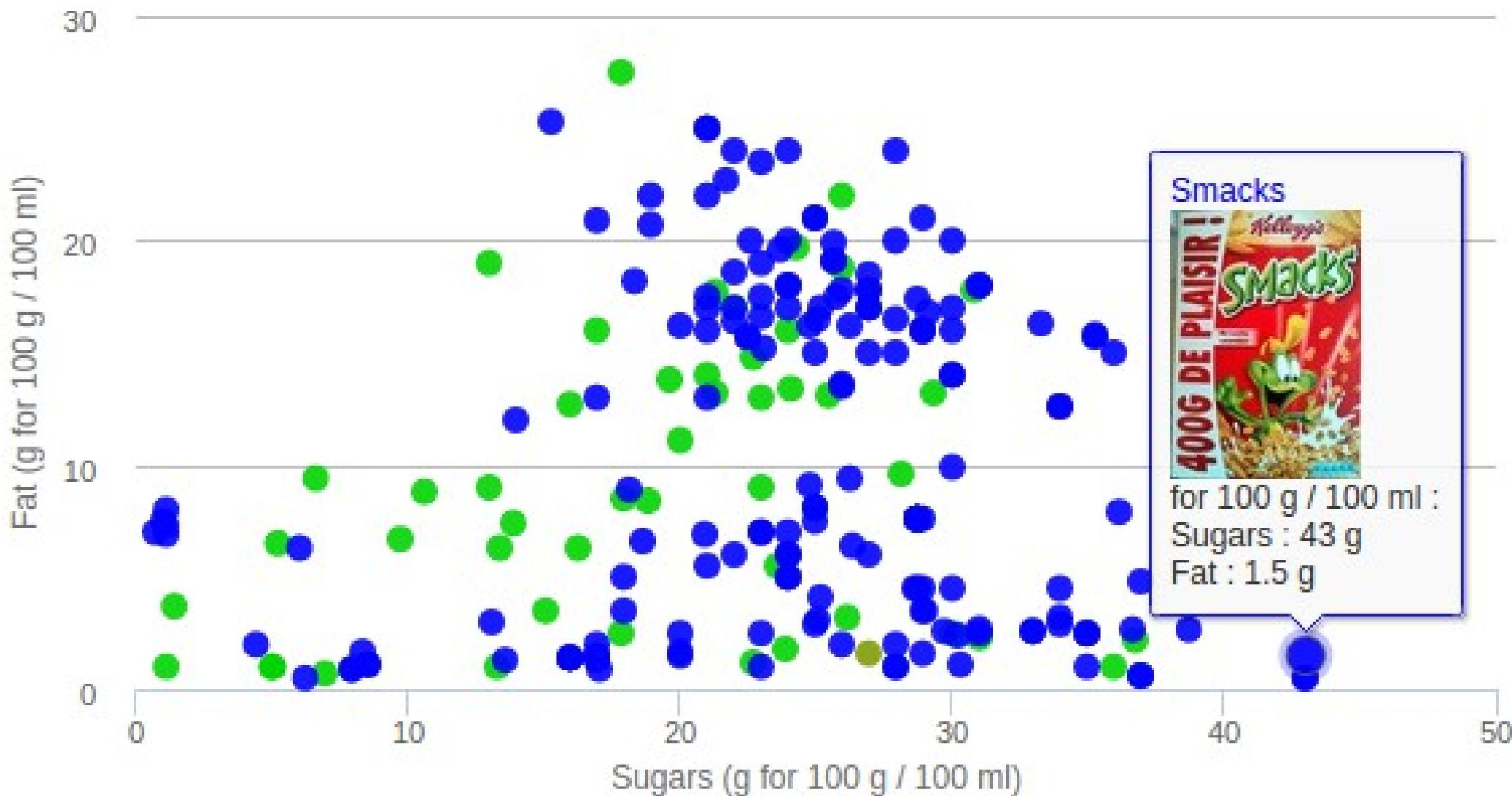


# Use : decrypting labels

- Additives : E150d ?
- Palm oil
- Allergens
- Nutrition traffic lights
- Nutrition grade A → E
- Augmented reality
  - Visual recognition

# Use : comparing products in 3 clicks

Breakfast Cereals Sugars and Fat



Interactive graph that you can create in 3 clicks on <http://openfoodfacts.org>

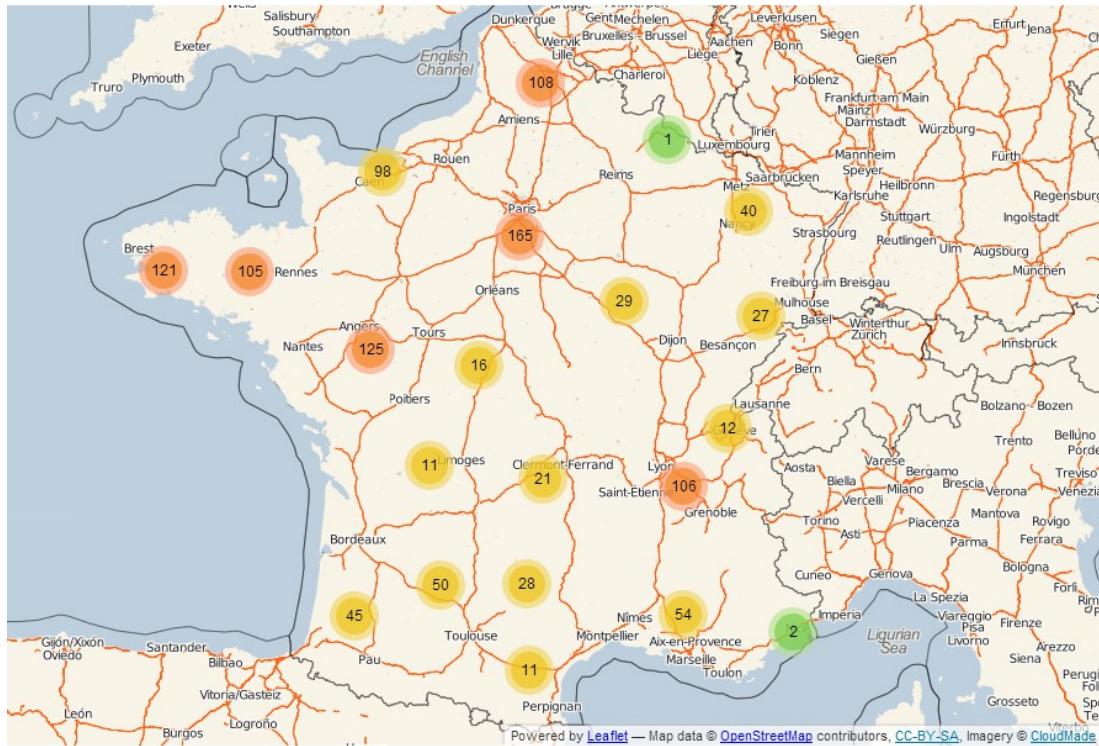
# Re-uses

- Not public data but data of public interest
- Open data :
  - Open Database Licence (OdbL)
    - Free re-use for everyone and for all uses
    - Attribution and Share-Alike
  - Full database export in CSV, RDF
  - API JSON
  - More info: <http://world.openfoodfacts.org/data>



# La carte des produits alimentaires

<http://cestemballepresdechezvous.fr>



# Open Food Facts data + OpenStreetMap map



# The Interactive Food Products Map



# Educative game: how many sugar cubes?



## How Much SUGAR? in

How much sugar in Wonderfully Fruity Christmas Pudding with Brandy and Cognac Morrisons?

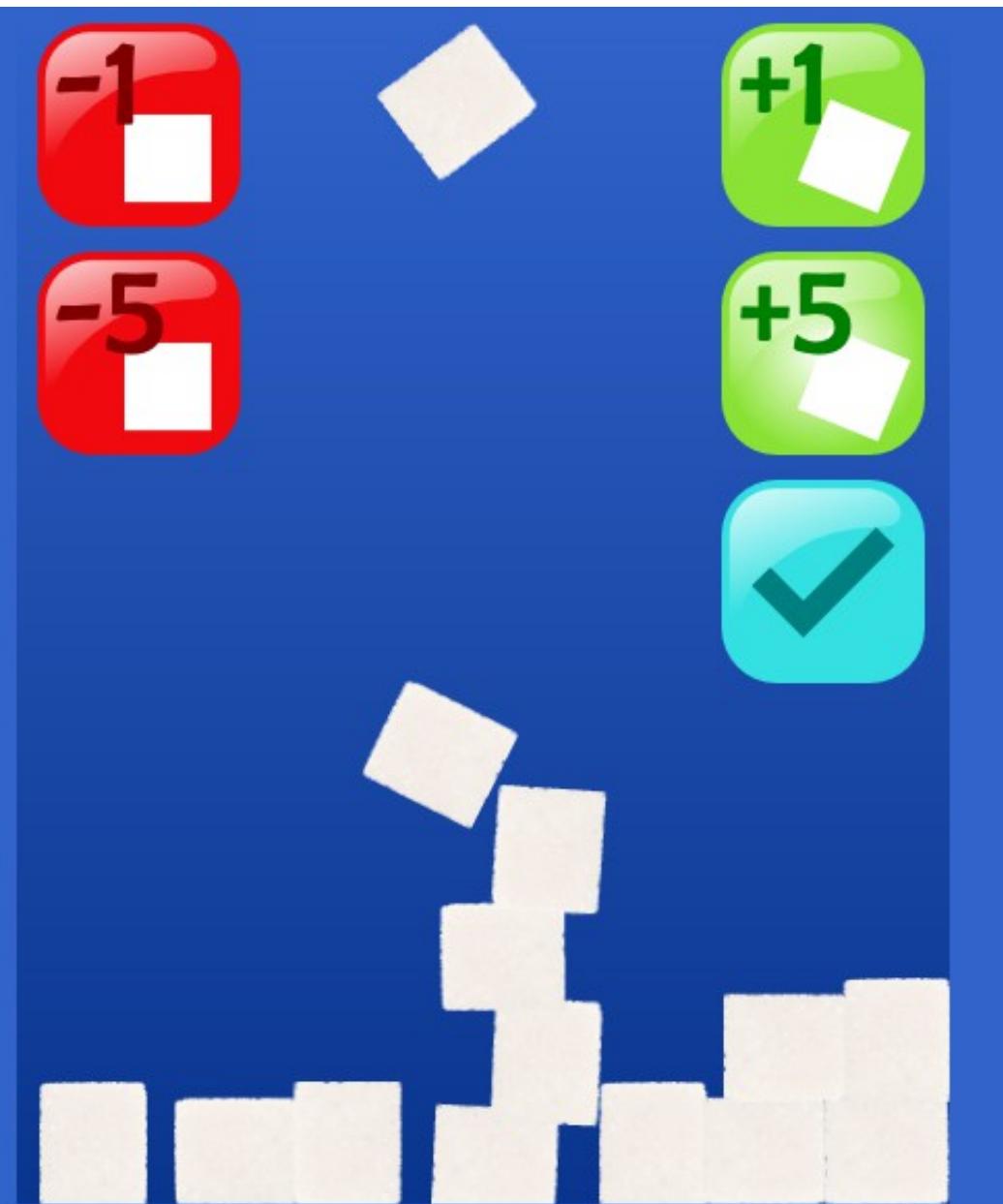
Brands: Morrisons, Morrisons Signature  
Quantity: 100 g

How many small sugar cubes (4g) corresponds to 100 g of Wonderfully Fruity Christmas Pudding with Brandy and Cognac Morrisons ?



Click to zoom

Evaluate 4 more products to see your score.

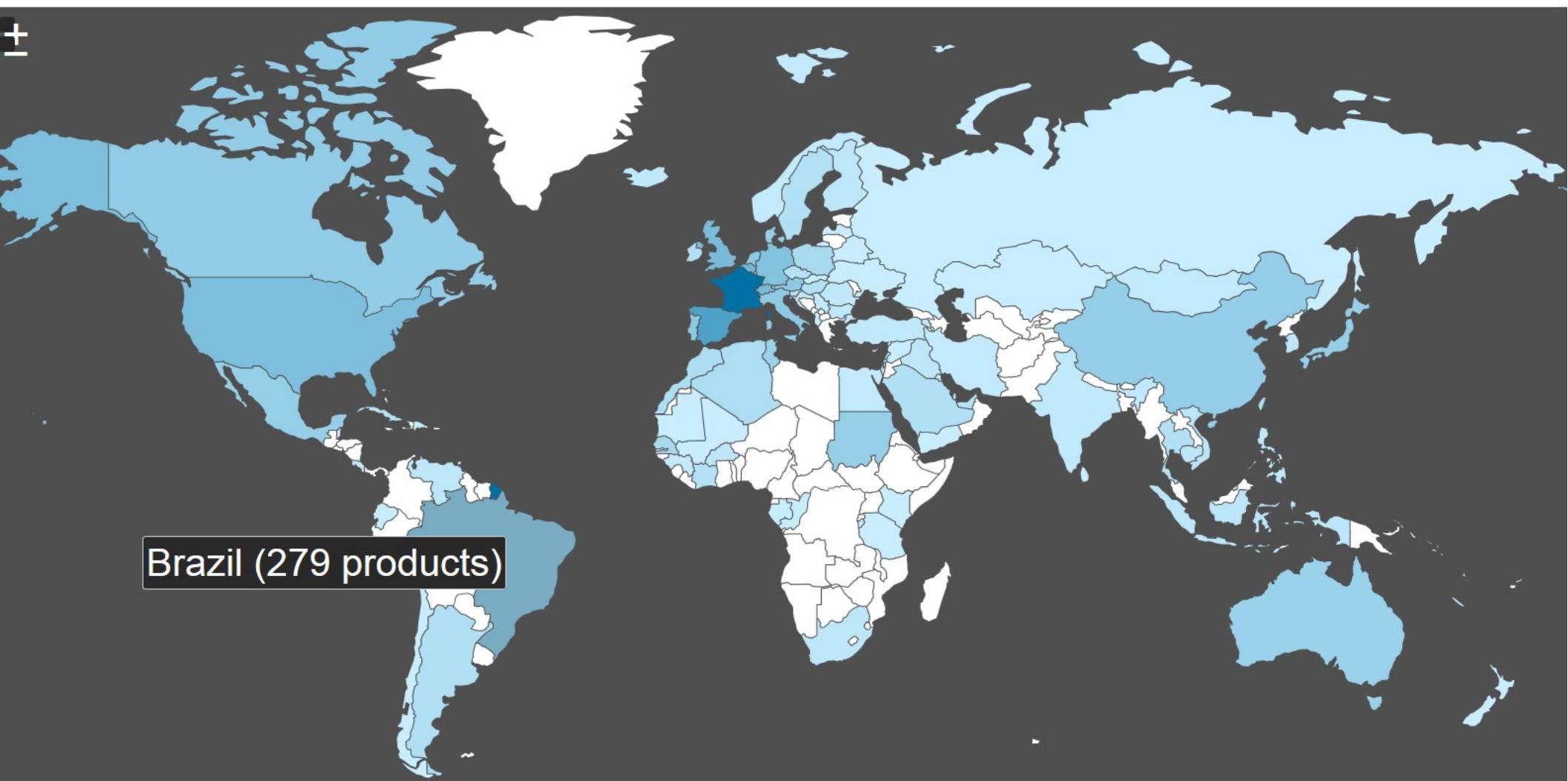


English: <http://howmuchsugar.in>

French: <http://combiendesucres.fr>

# A database of food products from around the world

- Started in France, designed for the world
- Translated in 12 languages, products from 127 countries



# Open Data Day 2015



<http://world.openfoodfacts.org/open-food-hunt-2015>

# Open Food Hunt 2015

- Goals:
  - Add food products in all 250 countries
  - Reach a critical mass of products in as many countries as possible
  - **Start or develop local contributors communities**
- Food Explorers who add products
- Food Ambassadors who recruit new contributors
- Friendly competition with points and rankings
  - Bonus points when we have no or few products in a country

# Making the food industry more transparent and open?

## Yes we scan!

Stéphane never eats the same chocolate bar twice.

Like 1000 other citizens, he scans the barcode and takes photos of food products to add their ingredients and nutrition facts to the free and open **Open Food Facts** database.

Together they have already opened the data for 20000 products from around the world. Could you help them to open the next products?



Télécharger dans  
l'App Store

DISPONIBLE SUR  
Google play

Windows Phone Store

**OPEN FOOD FACTS**  
the free food products database

The logo for Open Food Facts features a vertical barcode composed of red, yellow, green, and blue bars. From behind each bar, a small green plant with a flower or leaf grows upwards. The text "OPEN FOOD FACTS" is written in a bold, sans-serif font at the top, with a horizontal line of colored bars underneath. Below that, the tagline "the free food products database" is written in a smaller, regular font.

# Contact

- [contact@openfoodfacts.org](mailto:contact@openfoodfacts.org)
- Twitter: [@OpenFoodFacts](https://twitter.com/OpenFoodFacts)
- Facebook: [http://facebook.com/OpenFoodFacts](https://facebook.com/OpenFoodFacts)
- Wiki: [http://en.wiki.openfoodfacts.org](https://en.wiki.openfoodfacts.org)
- We use extensively a tool called Slack to communicate between contributors, developers and reusers. Please e-mail [contact@openfoodfacts.org](mailto:contact@openfoodfacts.org) to join!



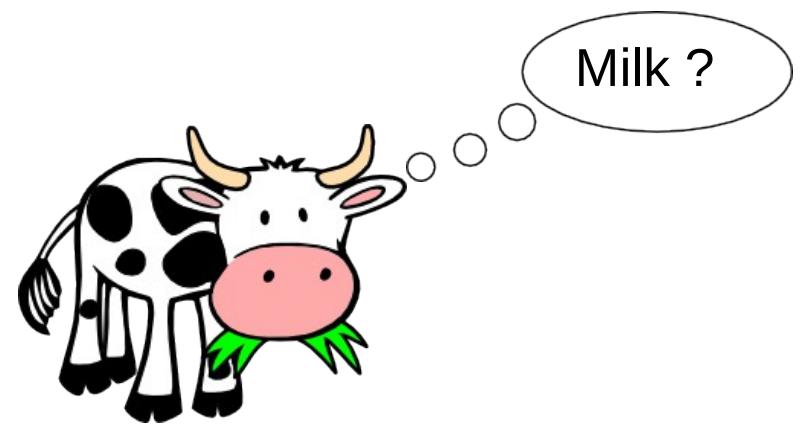
# More slides ;-)

- Slides for some project or project ideas to do with Open Food Facts

# Open Data Day 2014



<http://whatsinmyyogurt.com/>



# Food Archeology Project



What was food from 5, 10, 20, 50, 100 years ago like?

# Ingredients Translator



# Our business model



**WIKIPEDIA**  
*The Free Encyclopedia*



**OpenStreetMap**  
The Free Wiki World Map