

# A Partnership for Public Health: USDA Global Branded Food Products Database



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L A B E L I N S I G H T

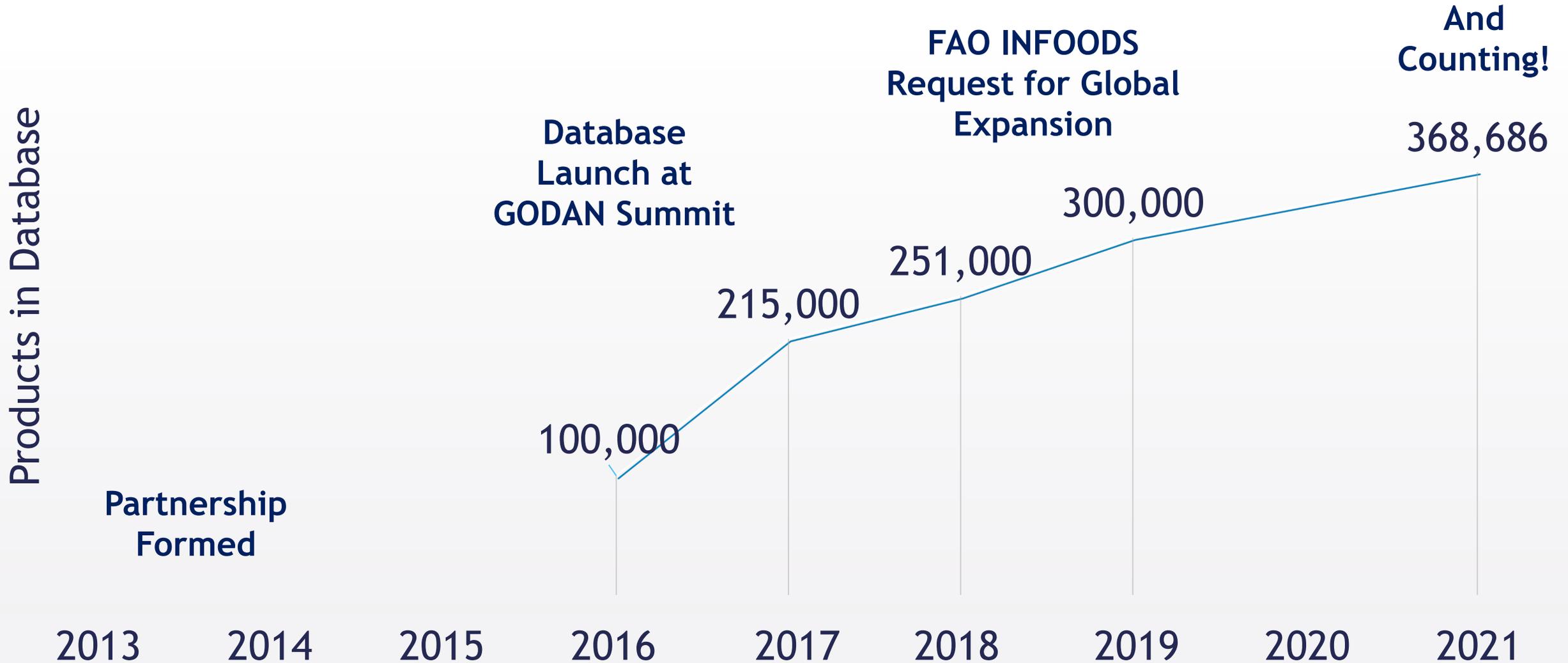


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A publicly available database of food product nutrient composition & ingredient information.  
Over 368,000 products and growing!

# About the USDA Global Branded Food Products Database

# Partnership Journey



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# USDA FoodData Central

fdc.nal.usda.gov

The Global Branded Food Products Database is located in USDA FoodData Central

The screenshot shows the top navigation bar with links: HOME, DATA TYPE DOCUMENTATION, DOWNLOAD DATA, API GUIDE, HELP, FAQ, ABOUT US, and CONTACT FOODDATA CENTRAL. Below the navigation is a hero image of various dairy products (cheese, milk, eggs) with a central search box labeled "FoodData Central" and "Search FoodData Central:". Below the search box are three buttons: "Download Data" (with a download icon), "Get an API Key" (with a key icon), and "API Guide" (with a gear icon). At the bottom of the hero section, there are five data categories: "Foundation Foods (140)", "SR Legacy Foods (7,793)", "Survey Foods (FNDDS) (7,083)", "Branded Foods (368,686)" (which is underlined), and "Experimental Foods (11)".



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# Unprecedented Data

Every one of the 368,000+ products in the USDA Global Branded Food Products Database includes the following data:

- Nutrient values per RACC and 100-unit
  - Per 100g/ 100mL calculated by USDA if not provided by manufacturer
- Ingredients
- GTIN/UPC
- Brand Owner
- Product Description
- Food Category
- Date Stamp Associated with Current Product Formulation
- Market Country

**FoodData Central** Search Results

ARS HOME > FOODDATA CENTRAL > QUAKER CHEWY GRANOLA BARS CARAMEL APPLE .84Z (BRANDED, 1460143)

### Quaker Chewy Granola Bars Caramel Apple .84z

**Data Type:** Branded    **Food Category:** Processed Cereal Products    **Brand Owner:** Pepsico Inc.  
**Brand:** Quaker    **Sub-Brand:**    **FDC ID:** 1460143    **GTIN/UPC:** 00030000002186  
**FDC Published:** 3/19/2021    **Available Date:** 1/5/2018    **Modified Date:** 1/5/2018  
**Market Country:** United States

[Based on the GS1 Global Data Synchronization Network, Powered by 1WorldSync](#)

Information provided by food brand owners is label data. Brand owners are responsible for descriptions, nutrient data and ingredient information. USDA calculates values per 100g or 100ml from values per serving. Values calculated from %DV use current daily values for an adult 2,000 calorie diet (21 CFR 101.9(c)).

**Nutrients**    **Update Log**

**Portion:** 24 g serving   
100g  
24 g serving

**Ingredients:** INGREDIENTS: GRANOLA (WHOLE GRAIN ROLLED OATS, BROWN SUGAR, BROWN RICE CRISP [WHOLE GRAIN BROWN RICE FLOUR, SUGAR, SALT], WHOLE GRAIN ROLLED WHEAT, SOYBEAN OIL, WHOLE WHEAT FLOUR, SODIUM BICARBONATE, SOY LECITHIN, NONFAT DRY MILK), CORN SYRUP, SUGAR, DEHYDRATED APPLES, BROWN RICE CRISP (WHOLE GRAIN BROWN RICE FLOUR, SUGAR, SALT), INVERT SUGAR, CORN SYRUP SOLIDS, GLYCERIN, SOYBEAN OIL, VEGETABLE OIL (PALM KERNEL AND PALM OIL), WATER, CALCIUM CARBONATE, SORBITOL, SALT, NATURAL AND ARTIFICIAL FLAVOR, WHEY, SOY LECITHIN, MOLASSES, NONFAT DRY MILK, BHT (PRESERVATIVE), YELLOW 6 LAKE, YELLOW 5 LAKE, TOCOPHEROLS (PRESERVATIVE), CITRIC ACID, BLUE 2 LAKE.

Name	Amount	Unit	% DV
Energy	93.6	kcal	
Protein	1.19	g	
Total lipid (fat)	2.04	g	3%
Carbohydrate, by difference	18.3	g	6%
Fiber, total dietary	1.03	g	4%
Sugars, total including NLEA	7.81	g	

# Data Submission to the USDA Global Branded Food Products Database

Two options for data submission:

- 1WorldSync- using GS1 Global Data Synchronization Network (GDSN)
- Label Insight- by uploading package flat artwork images

University of Maryland receives product data directly from the above partners, aggregates, and publishes to the USDA GBFPD



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# Data Quality in the USDA Global Branded Food Products Database

## Quality Assurance Processes

**Checks for completeness and consistency:**

- “Hard” and “Soft” Data Entry Validations
- Outliers and Profiling
- Random Sampling

## Time Stamps

**Dates of when the product record was:**

- Provided by the data provider to 1WorldSync or Label Insight
- Last modified by the data provider
- Added to FoodData Central

# Nutrient Derivation Code Attribute

GS1 Global Data Synchronization Network (GDSN), utilized by 1WorldSync, has an attribute to capture how the supplier arrived at the nutrient content.

## Nutrient Derivation Code Attribute:

- **Analyzed-** The product's nutrient content was analytically determined in a lab.
- **Calculated-** The product's nutrient content was calculated based on information from other sources, e.g., ingredient supplier or Foundation Foods/SR Legacy.
- **Analyzed and Calculated-** The nutrient content was derived using analysis and calculation.

Manufacturers can increase the quality of their data in the GBFPD by submitting analytically-derived nutrient values when possible.



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# Unprecedented Access

April 2019 - August 2021

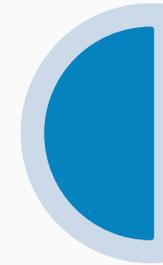


59.7 million  
API requests

#1 API Traffic



3.2 Million  
Unique Web  
Users



37 Million  
Pageviews

# Unprecedented Coverage

368K+  
products

85% US Sales  
Coverage

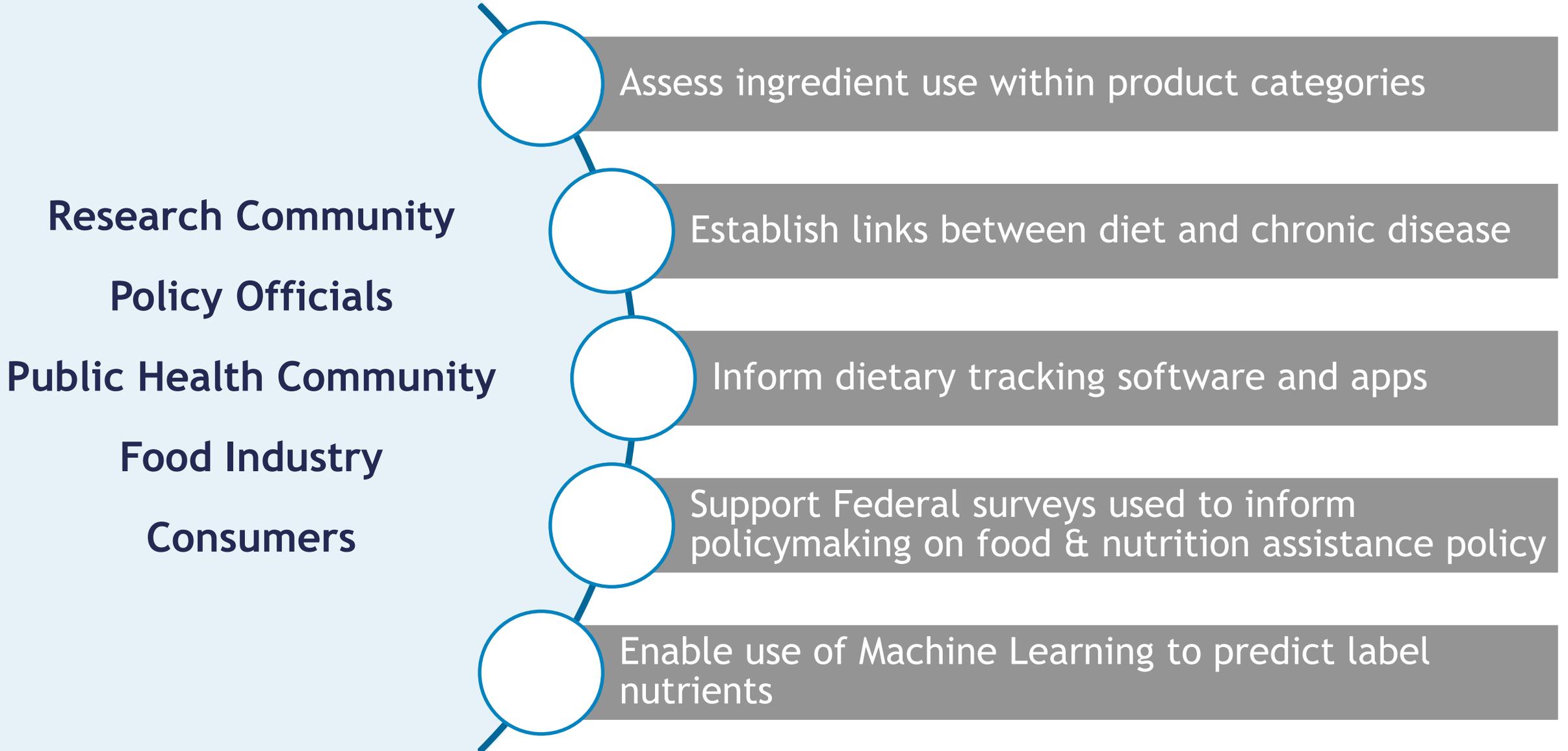
238 Food  
Categories



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# Applications of the USDA GBFPD



# Current and Upcoming Partnership Initiatives

# Increase Coverage of Private Label Data

- **Goal:** Achieve greater visibility and representation of private label product lines in a database with robust domestic and international usage
- Data gap identified by USDA ERS, as part of USDA National Household Food Acquisition and Purchase Survey (FoodAPS)
  - ERS looks to the USDA GBFPD to obtain accurate nutrition and ingredient information in foods reported in FoodAPS



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# Collaborations with USDA FNS



## USDA Foods for the National School Lunch Program (FNS Food Distribution)

- Fulfills a requirement to make nutrition, allergen, and ingredient information available for USDA Foods products for the National School Lunch Program (NSLP) program participants.
- FNS/AMS leveraging the USDA GBFPD infrastructure which suppliers are using

## FNS Child Nutrition Database

- Collect data for food products marketed and sold to schools
- FNS/CN Database leveraging the USDA GBFPD to increase the visibility of child food products



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# USDA National School Lunch Program



**Goal:** To collect information for select USDA Foods purchased for the NSLP and increase transparency by making this information available to States and school districts.

- Concluded 1<sup>st</sup> pilot Q1 of 2020
- Conducted 2<sup>nd</sup> pilot Q2 of 2021
  - Testing additional attributes - Child Nutrition Information & Product Formulation Statement
- USDA Foods suppliers will be required to submit all data via GS1 Global Data Synchronization Network (GDSN®) by December 2021



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# FNS Child Nutrition Database



**Goal:** To collect metadata on products and identify and collect more foods marketed and sold to schools.

- Creation of a new trade channel for data providers to use to highlight product market

**Status:** In development

- Moving forward with implementation and outreach to data providers to fill out this new trade channel.



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# Global Collaboration & Expansion

- **11 countries** have expressed interest in conducting a pilot project with the Partnership
- **6 Guiding Principles** for prioritizing opportunities for global expansion



## Global Expansion Pilots:

- Canada - Q1 2021
- New Zealand - Q3 2021
- Costa Rica - Expected Q1 2022



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# Continue to be Engaged

## Submit Product Data

- Ensure your branded/private label products are represented and current

## Provide Feedback

- Identify data gaps
- Provide suggestions for expanding the database
  - How can the database further support research queries, federal programs?
  - [fdc.nal.usda.gov/contact.html](https://fdc.nal.usda.gov/contact.html)



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# Partners

USDA

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