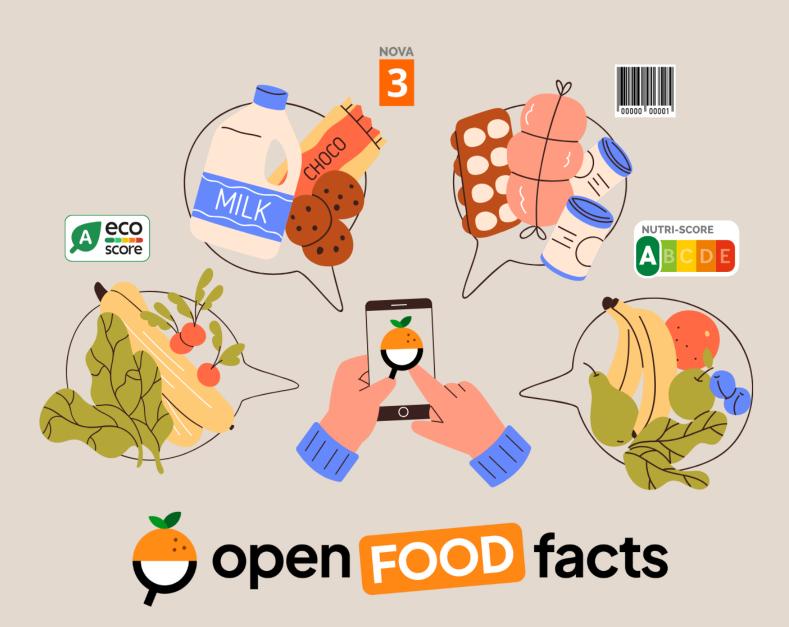
Open Food Facts

When food transparency benefits everyone

Moral report 2022





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Open Food Facts Days 2022



Edito

In 2022, Open Food Facts is continuing to grow, and, to mark its 10th anniversary, is renewing its visual identity, mobile app and website all at once.

The growth of the database is as sustained as ever: 550,000 products in one year, which represents more than we collected in 6 years from 2012 to 2018. This richness of the database automatically increases the use value of the mobile app and website, which are attracting ever larger audiences (+25% additional web traffic).

Researchers, producers, healthcare professionals, public players, communities and the general public: welcoming and interacting with our audiences is becoming increasingly important. To better welcome them and renew our interfaces and image, a strengthened team and the community worked tirelessly on our new visual identity, our new mobile app and a complete redesign of the website.



Alongside visual changes, functionalities and services are also progressing: more detailed explanations thanks to "knowledge panels" (app and web), full consideration of packaging, and so on.

Alongside the **recognition** of our audiences, we would also like to highlight that of the ever-increasing number of institutions supporting us. Santé publique France, a historic supporter since 2018, has continued its support in 2022 and will renew it in 2023. In 2022, several foundations or public institutions are also supporting our development efforts, including the Google.org Foundation, ADEME, the AFNIC Foundation, NLNet Foundation, the European Commission, OVH and the Free Foundation.

This activity report invites you to explore all these facets, and offers numerous cross-references to find out more.

Anca Luca, President of Open Food Facts

Luca Anca



Open Food Facts' project

Open Food Facts is an independent, transparent and freely reusable collaborative database of food information. A true Wikipedia for food, Open Food Facts informs and involves the general public, and supports scientific research, producers and public policies aimed at healthier, more sustainable food.

Born in France in 2012, Open Food Facts boasts more than <u>2,650,000 products</u> in over 180 countries, collected by over 20,000 contributors.

Who uses Open Food Facts? And for what?

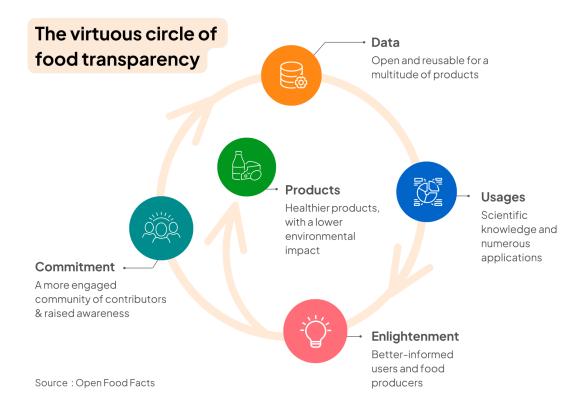
- Every day, **hundreds of thousands of consumers** consult our data, via our mobile applications or our website, to choose better products or improve their knowledge.
- Since 2015, dozens of other mobile applications more than 180 to date are based entirely on our data and offer a variety of services to general and specific audiences: parents, diabetics, pregnant women, athletes, etc.
- In recent years, scientists have made regular use of Open Food Facts, the world's only freely accessible database: we are mentioned in over 150 scientific publications, 12 of which present Open Food Facts as the primary, or even sole, source of their study.
- Open Food Facts also supports education and the development of societal public debate on food: journalists, professional and citizen experts, teachers and public bodies find useful data for their work on Open Food Facts.

How is Open Food Facts transforming food?

Much more than a technical project, Open Food Facts achieves **food transparency** to transform food. If we often compare ourselves with Wikipedia, it's because we're a **knowledge project** and share the same values and practices. By enabling all publics to consult, compare, download and transform our data for their own uses, we increase their knowledge and give them the power to act.

In recent years, we have succeeded in creating a kind of virtuous circle born of transparency in a number of countries: abundant, public, easy-to-reuse data enable \rightarrow new knowledge and new uses which in turn enable \rightarrow users, but also enlightened producers who, in turn, understanding all the benefits of transparency and food knowledge \rightarrow become ever more numerous and acculturated contributors to food information, \rightarrow enabling them in turn to collect new data, thus bringing this virtuous circle of food transparency full circle.





The ultimate result of this circular dynamic is the consumption and production of healthier products that have less impact on the environment.

On a daily basis, the Open Food Facts community stands / acts for each of these levers.



Open Food Facts community

Open Food Facts is a community project, inspired by large-scale projects such as Wikipedia and OpenStreetMap. This community is at the very heart of the project. It acts daily to enrich it and make it grow. First and foremost are the anonymous contributors from all over the world who enter data and take photos. But it's also the people who:

- develop applications and tools that can be reused by all,
- create models to facilitate or automate data acquisition,
- map and document data so that it can be structured,
- verify data, correct errors and improve quality,
- communicate and respond to users and producers.

This community is international, open and welcoming, and meets up on Slack, GitHub, Forum to communicate.

Open Food Facts Days 2022

This year was marked by the organization of the **Open Food Facts 22 Days** in October: our annual community get-together where we had the pleasure of welcoming nearly 80 (French and international) community members.



Thanks to the support of the City of Paris and the Académie du Climat, who provided us with several spaces free of charge, we were able to welcome a larger number of our contributors. Thanks to mini-grants offered by the association, several European contributors were able to make the trip to take part in the meeting.



It was a great opportunity for conviviality, creativity and community cohesion. Contributors who knew each other only by name or pseudonym were able to meet in person.

On the program: lightning presentations on various themes, workshops in "Barcamp" mode, presentation by Dr. Chantal Julia on the work carried out by the EREN team and Professor Hercberg on the **Nutri-Score** & how Open Food Facts participated in its initial implementation, moments of exchange over coffee or a meal, the General Meeting with the welcome of 4 new members to the Board of Directors...



We also blew out the candles on 10 years of Open Food Facts together, watching a <u>video</u> of <u>greetings from contributors</u> around the world.

These 2 exciting days injected great energy into the community, and we look forward to meeting again in 2023! Here's a video to (re)experience this unique weekend.





More community involvement

The Open Food Facts community has also been involved in various projects:

- the European Commission's <u>public consultation on the Nutri-Score in Europe</u>
- the writing of the blog, to which several contributors contributed
- taking part in monthly meetings on various themes: the internationalization of the project, the mobile app, Robotoff, the donation campaign and producers (overview of the <u>community calendar</u>)
- on special operations such as:
 - "Plein pot sur les emballages" (fr) (Tackling Packaging) with ADEME, accompanied by several Scan-parties (collective contribution workshops)
 - the <u>Meat Alternatives Challenge</u> (a special operation to collect data on meat alternatives in the Netherlands).

Several events also enabled us to meet the general public and raise awareness of food transparency:

- Capitole du Libre (fr)
- Vivatech
- SIAL: Salon international de l'Alimentation (over 400 producers met with us!)

What's more, as the transmission of knowledge is at the heart of Open Food Facts, the association welcomed and benefited from the help of 10 interns as part of <u>Google Summer</u> of Code, Google Season of Docs, Dinum and the Outreachy program.



Main actions in 2022

A new app: a redesigned interface and a technological leap forward



The new app emphasizes a new identity that resonates with the graphic charter and therefore with the website. It was launched simultaneously in June 2022 on Android and iPhone, then during 2023 on F-Droid, with a smooth migration of the histories of hundreds of thousands of users. The main objectives were to achieve iso-functionality between Android and iOS, to make new versions easier and more frequent thanks to a common code base, and to have the product page managed by the

server, so that major changes or translations can be delivered without a complete app update.

As a result, crashes are down drastically, user ratings are up, the number of Open Food Facts accounts created via the app is becoming very significant, and the net between installations and uninstallations is now positive, leading to an upturn in the number of scans.

We can now effectively launch and promote special operations in record time, as shown by the example of the "Tackling Packaging" operation.

All it takes now is one press article in a given country to attract users, a fraction of whom become regular contributors. Finally, we've taken care of the app's acquisition tunnel, in a large number of languages, thanks to a synergy with the site to enable conversion from the site to the app, and the re-engagement of those who may have forgotten the app on their phone.



Find out more about our new app:

https://blog.openfoodfacts.org/en/press-release-new-mobile-app

New page to discover and install the app:

https://world.openfoodfacts.org/open-food-facts-mobile-app



App features

The new app gives up nothing in terms of functionality.

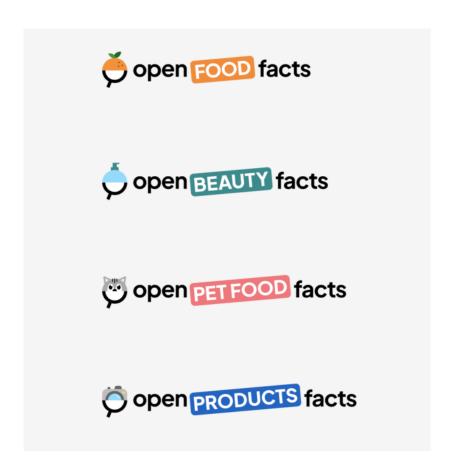
- Vegan, vegetarian and palm oil compatibility checker
- Additives detection
- Better products for you
- Contribution
- Cosmetics
- Dark mode
- Environmental scoring
- Food deciphering
- Scan history
- International use
- Hunger Games: answer the AI to contribute
- Equivalents
- Knowledge panels
- Create and share products' lists
- Thresholds for saturated fat, sugars and salt
- Map of food factories
- Keep an eye on your contributions
- Nutritional scoring
- Portion values
- Ingredients' origins
- Packaging sustainability
- Personal scoring
- Privacy by design
- Product research
- Ultra-processing detection



Redesign of the visual identity

In 2022, the association celebrates its 10th anniversary. To celebrate all its collective successes, Open Food Facts is getting a makeover with a new look: a new logo, a new visual identity, a redesign of the website and a new design for the app.

To support us as we continue the Open Food Facts adventure, we've given ourselves a **new visual identity** that's more **accessible**, in tune with the times, and **easily identifiable**. Our "barcode" logo has served us well, but it's time to let it retire.



The new logo was imagined by graphic designer <u>Quentin Lagrange</u>, our team and the participation of our community. The graphic brief was to convey **emotion**, as well as the **"Food" aspect**, and to **preserve the magnifying glass** that so aptly represents deciphering (our raison d'être). Thus was born the Orange that's got pep!

As for the **color orange**, it symbolizes energy, enthusiasm and warmth: qualities that aptly describe our community of committed contributors. The orange tree is associated in literature with generosity. And, like the collective, the fruit is made up of several parts.

It also features **the label** (with the word FOOD), because at Open Food Facts, we can't get enough of labels.



The community was of course involved in the redesign process, through surveys. On the whole, feedback on the visual identity has been very positive.

The logo can also be used for other projects, such as Open Beauty Facts, Open Products Facts and Open Pet Food Facts, both horizontally and vertically!



A mock-up with the new identity

Both the website and the new app have been (and continue to be) reworked to reflect this new visual identity.



From data to knowledge

Open Food Facts is often presented as a huge food database containing all the information on a product: ingredients, nutritional values, packaging components and so on. But in addition to collecting this raw data, a large part of the added value of the Open Food Facts community consists in enriching the data so that it can be transformed into action and knowledge.

For example, from the list of ingredients, thanks to the work of the people who develop our multilingual taxonomy of ingredients, we can identify additives, spot ultra-processed foods, determine whether a product is suitable for vegetarians or vegans, or estimate the percentage of fruit and vegetables to be able to calculate the Nutri-Score.

By 2021, we had transformed the raw data into **actionable information**, enabling everyone to <u>search for and classify foods according to their own criteria</u>.

In 2022, we built on this momentum by transforming the **raw data into knowledge and recommendations** presented in context on the product sheets.

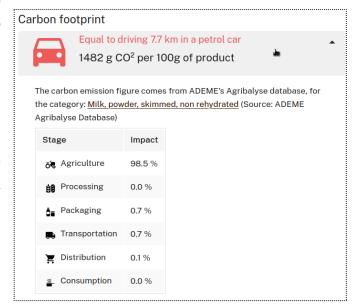
These "knowledge panels" are displayed on product sheets on the website and in the Open Food Facts app. To learn more about a product characteristic, simply click on the panel headings. For example, you can click on "Non-vegan" to list the product's non-vegan ingredients.



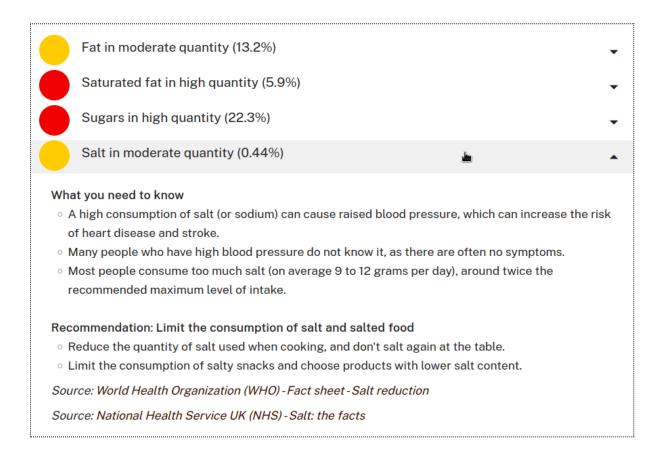


Panels can be used to add **context to raw information**, for example, to indicate whether a value is low or high, as shown here with the carbon footprint.

The panels are nested to bring as much knowledge and information as possible to those who need it. An additional click shows which stages of manufacturing have the greatest impact on the carbon footprint.

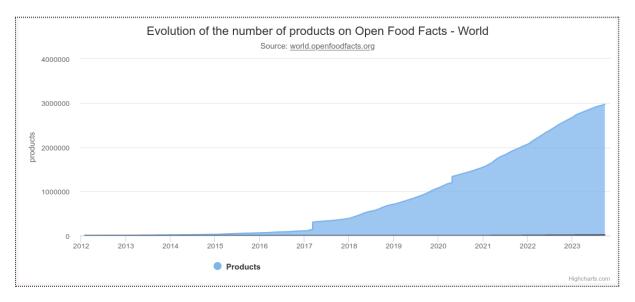


The panels also help to **educate consumers**, presenting not only information ("Salt in high quantities") but also knowledge (why it's important not to consume too much salt), and official public health recommendations (how to avoid consuming too much salt).





2,670,000 products!



After reaching the symbolic milestone of 2 million products in 2021, Open Food Facts will continue its sustained growth, with over 550,000 new products collected by 2022. More than just a race to the top, this increase makes sense, as the number of products in our database has a direct impact on the use value of our data and applications. Until 2017, the number of products was below 100,000, and this was the snake biting its own tail: few products \rightarrow little data usage value (typically many products missing when products are scanned) \rightarrow few users \rightarrow few contributors, and therefore little progression in the number of products.

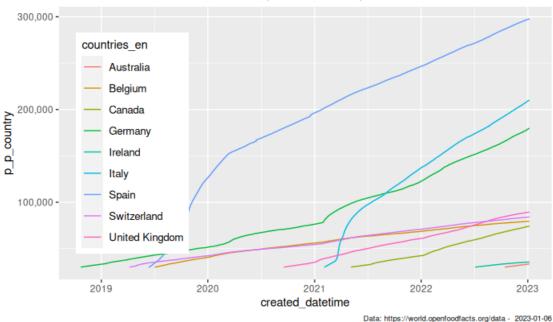
Gradually, as the number of users who find use value in the app increases, there is a "network" effect, with more contributions increasing the interest of the base, which attracts new users, automatically creating more contributions, etc.

In 2022, growth continued in all countries, particularly in Europe and North America, where 9 countries now exceed 60,000 basic products, in the following order: France, the United States, Spain, Italy, Germany — with sustained growth of +20 to +50% for the latter 3 —, Great Britain, Switzerland, Belgium and Canada.

With slower growth, Australia and Ireland join the club of countries with over 30,000 products.

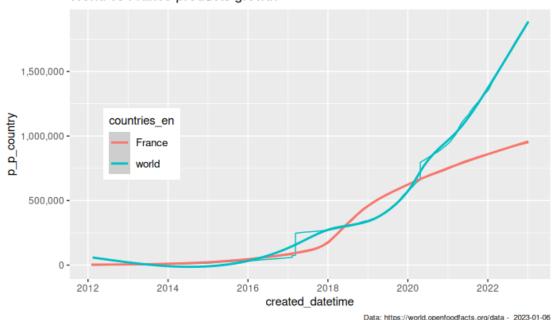






On a global level, 2022 accentuates the idea, observed in 2020 and 2021, that France is no longer the majority country and that product growth is largely driven by international markets.

World vs France products growth

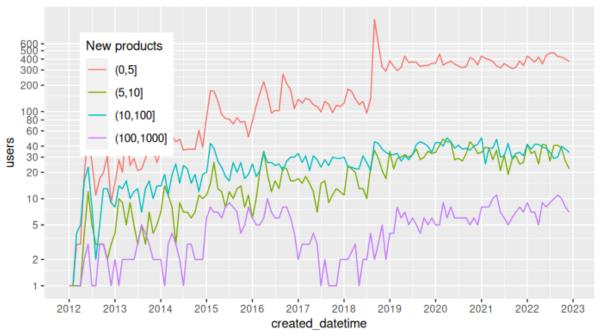


2022 shows a stable contribution. Segmentation changes little compared to 2021: 300 to 500 monthly contributors enter 1 to 5 products, 30 to 40 contributors enter 6 to 10



products, and as many enter 11 to 100 products. The very large contributors (101 to 1000 products per month) are represented by the third-party applications that contribute to Open Food Facts: they are tending to increase slightly, even if their small number (5 to 10) fluctuates with the seasons.

User creation activity by month



Data: https://world.openfoodfacts.org/data - 2023-01-06



Growing the platform for producers

A small but growing team

In April, we welcomed Manon as Operational Development Manager.

In addition to the permanent team, the circle of volunteers involved in canvassing activities is growing: we now have around 5 regular volunteers, in France, Germany, Italy and the United States, to support the association's development.

Tools to better support producers

The **Partnerships team**: new onboarding to engage volunteers. Accompanying manufacturers requires time and a certain mastery of the producers' platform. To enable everyone to identify, approach, pitch and support a manufacturer from A to Z, downstream from the Skill Pool, we have worked on a detailed onboarding process to inform and train interested volunteers.

The adoption of a **CRM tool** to optimize producer follow-up. Since summer 2022, we've been working with Odoo, an open source CRM software, to better manage relationships with our contacts. This enables us, among other things, to keep a history of exchanges, send group emails, better track participants at events, etc.

Creation of **pedagogical documentation & FAQ**: we worked on several documentary supports to empower producers in their transparency approach: a practical guide, video tutorials, an updated FAQ, and even a satisfaction questionnaire to collect their feedback and needs with a view to improving the pro platform.

Access to producer data via "data pools"

We are continuing our efforts to develop partnerships with GS1 data pools. Following on from Equadis, **AGENA3000** (France) and **Bayard** (Germany) have now agreed to establish a technical connection with Open Food Facts, enabling several dozen manufacturers to share their data seamlessly, with just a few clicks from their electronic catalogs.

The **main advantage** of this method of data transfer is that it can be **automated**: the connection is set up once, and the data remains up to date as time goes by.



Développement de nouveaux connecteurs avec des catalogues produits...









... permettant un échange de données automatisé avec plusieurs

marques et distributeurs :





















Promotion and communication

In 2022, our presence was deployed both physically and digitally.

We attended **Vivatech** in Paris in June, the **Salon International de l'Alimentation** in November, and **All4Pack** in December, with a view to meeting manufacturers.

On the digital side, we created a wealth of content for our professional audience, including blog posts featuring testimonials from food industry players (Menguy's, AGENA3000, Bee Friendly) and a newsletter.

We also launched the "Plein pot sur les emballages" (Tackling Packaging) project and organized various webinars to stay connected with our community of producers.

Producer commitment figures

Year	2020	2021	2022
Number of producers	50	134	168
→ producers displaying the Nutri-Score	18	48	68
Number of products imported via the platform	23,153	39,925	43,764
ightarrow % of imported products in total base	3.4%	4.6%	4.6%
\rightarrow % imported products in scans	14.1%	21.3%	21.7%
Number of products with complete Nutri-Score data	214 718 (35%)	313 463 (37.5%)	337 087 (36.5%)

This platform is not intended to replace citizen input, which remains essential. It's just another channel for rapidly acquiring data.



The start of the "Tackling Packaging" operation





Open Food Facts is launching a new project, hand in hand with ADEME (Agence de la Transition Ecologique), to improve the collection of packaging data and thus gain a better understanding of the issue of reducing the environmental impact of packaging.

Since 2012, it has been possible to **add packaging information to Open Food Facts**, but we did not support fine-grained packaging schema. Due to this lack of structured data, packaging information is currently rarely taken into account when calculating the Eco-Score in Open Food Facts.

The French Environment and Energy Management Agency (ADEME) has <u>decided to help us</u> meet this challenge by funding a project to create this new packaging data model, improve the interfaces for entering packaging data on mobile and web devices, and organize the collection of detailed information on the <u>packaging</u> of the 10,000 most consumed products in France!

The aim of this project is to enable ADEME teams (and anyone else interested in the subject) to analyze data collected on packaging: shapes, materials, weight, recyclability.... This data will help support eco-design, the reduction of over-packaging and the deployment of environmental labeling on food products.

To launch the operation, a kick-off event with a round table and citizen workshop is planned at the Académie du Climat on January 12, 2023.

In the run-up to the operation, we have:

- defined and implemented a **new data model** to store in Open Food Facts the number, shape, material, weight and sorting instructions for each of a product's packaging elements
- developed an interface for entering this packaging data on the website and app
- extended the Open Food Facts API to read and write packaging data.



Open Food Facts funding and finances

Since 2019, Open Food Facts has embarked on a process of professionalization, based on the observation of the limits of "all-volunteerism". However, each project undertaken by the association needs to find its own resources. Most new projects can't find all their resources in the community and need funding. Open Food Facts also needs resources to ensure the day-to-day running of the project: servers, application maintenance and so on.

Open Food Facts therefore seeks partnerships, support and funding with organizations that share our ambitions. To remain completely independent, we refrain from any funding linked to the agri-food industry. Apart from this, we are constantly considering various forms of funding: public subsidies or private foundations, competitions, public donations and, to a lesser extent, services when these serve the general development of the project. We prefer funding spread over several years, enabling us to work serenely and over the long term with our partners. We also appreciate skills sponsorship, where private-sector employees work on an Open Food Facts project for a few weeks to a few months.

In 2022, Santé publique France is supporting us for the 4th year to develop the producer platform and improve the apps. We are continuing to roll out the Eco-Score internationally thanks to support from the Google Impact Challenge of the Google.org foundation. ADEME supports the "Tackling Packaging" operation, and we are also continuing with Contribalim and Divinfood, financed respectively by ADEME and the European Commission. Skill sponsorship is not to be outdone, with support from the Perl Foundation (Outreachy program), Bayes Impact, Data for Good, Dinum (BlueHats Semester of Code program) and Google via its Google Summer of Code and Google Season of Doc programs.

From a financial point of view, the association is doing well, with good indicators accompanying a doubling of the budget: our financial result has been positive since the creation of the association. We have managed to build up a few reserves ($\sim 10\%$ of the annual budget), enabling us to anticipate unforeseen expenses or a potentially more difficult year.





Indicators and dashboard

Database growth

	2020	2021	2022
Number of basic products at year-end	1.55 million	2.1 millions	2.65 millions
Number of additional products in the year	472,000	523,000	550,000

Audience

	2020	2021	2022
Annual web audience	19 millions	21 millions	26 millions
Re-user apps	125	145	160

Human Resources

	2020	2021	2022
Community work (product inputs)	21.7 ETP	24 ETP	28 ETP
Permanent team	2.5 ETP, 3 pers.	3.5 ETP, 4 pers.	7 ETP, 7 pers.
Contributing apps	21	21	21
Skill sponsorship	1 ETP, 3 pers.	5.5 ETP, 23 pers.	3 ETP, 10 pers.

Finances

	2020	2021	2022
Total income	+177,331€	+307,573€	+618,517€
Total expenses	+175,570€	+294,577€	+582,625€
Annual result	+1,759€	+12,995€	+35,893



Some key events

19 January 2022

Review of the Google.org grant

Google.org

Google.org Fellows conclude their support on machine learning, mobile, infrastructure and partnerships, with many achievements.

11 February 2022

Taxonomisation of packaging The packaging field has been taxonomised.



7 March 2022

Summer of Code

After being selected in 2018, we are one of the open source organisations selected for 5 projects as part of the Google Summer of Code 2022.



14 March 2022

Wikidata x Open Food Facts We presented our links and our work with Wikidata during Wikidata Reuse Week.



23 March 2022

Edouard joins the team Édouard joins the team to work on the new Flutter application. He is also the founder of the Flutter France community.



8 April 2022

France-India digital community We presented Open Food Facts to an Indian government delegation as part of the France-India Digital Commons initiative.



25 April 2022

Manon for Partnerships Open Food Facts welcomes a new member of the team, Manon, as Head of International Development.



25 April 2022

Gala for Community

Open Food Facts welcomes a new team member, Gala, as Community



25 April 2022

Season of Docs

We are one of the onen source organisations selected for Google's Document Season 2022.



25 May 2022

Outreachy x Perl Fondation

Thanks to the Perl Foundation and Outreachy, Yukti has been working on improving the Perl Open Food Facts!



17 June 2022

Launch of a new application on Android and iPhone, with smooth migration



18 June 2022

Open Food Facts and the new application are presented at Vivatech, on the Google.org



21 June 2022

AGENA3000 Integration

Food producers can now import their products into Open Food Facts using the new AGENA3000 link to our producer platform.

13 July 2022

Import of 2700 Casino products



20 August 2022

2.5 millions products on Open Food Facts!

15 September 2022

Bryan carried out an internship on the conversion of Taxonomy

15 September 2022

Raphaël joins the team Raphaël joins the team to work on subjects related to Artificial Intelligence In particular, he created Robotoff, the AI for Open Food Facts.



1-2 October 2022

Open Food Facts Days

Open Food Facts days organised at the Académie du Climat. Over 70 participants from several European countries



18-19 October 2022

SIAL Producer trade fair

The two-day event in Paris is an opportunity to step up the search for producers & invite them to share their data.

19-20 November 2022

Open Food Facts @ Capitole du Libre Gabriel and Pierre ran an Open Food Facts stand at the Capitole du Libre event, and Gabriel presented the first results of the Al model for logos and labels.

December 2022

Launch of the "Tackling Packaging" Supported by ADEME, the French agency for ecological transition



Links:

- AGENA3000 article
- "Plein pot sur les emballages" (fr) Feedback from participants of the operation (eng)
- Open Food Facts Davs 2022
- Meeting more than 400 producers in 2 days!? It's possible thanks to SIAL!
- And more on https://blog.openfoodfacts.org



Find this document online: https://link.openfoodfacts.org/22ren



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Open Food Facts

21 rue des Iles — 94100 Saint-Maur-des-Fossés contact@openfoodfacts.org
www.openfoodfacts.org



Join the community

- https://slack.openfoodfacts.org
- https://forum.openfoodfacts.org

Contribute to greater transparency as a manufacturer

- https://fr.pro.openfoodfacts.org/
- producteurs@openfoodfacts.org

Retrieve our data

https://world.openfoodfacts.org/data



The Open Food Facts community is supported by partner organizations:







































