



Version 2.0

USDA Global Branded Food Products Database

How a Unique Public-Private Partnership Has Helped Enhance Public Health and the Sharing of Open Data

In 2013, several organizations—including the U.S. Department of Agriculture, Agricultural Research Service (USDA-ARS), the International Life Sciences Institute North America (ILSI North America), GS1 US®, 1WorldSync, Label Insight, the University of Maryland, and the Center for Food Safety and Security Systems—formed a collaborative public-private partnership to deliver “A Partnership for Public Health: USDA Branded Food Products Database,” with the goal of strengthening public health and the open sharing of food composition data.

The USDA Global Branded Food Products Database enhances the existing USDA FoodData Central, which serves as a main source of food composition data for governments, the public health research community, and the food and beverage industry. It also provides public access to nutrient composition and ingredient information on branded foods and store-brand data provided voluntarily by the industry.

The composition of the food supply and consumer dietary choices are key inputs for agricultural and food policy decisions. Comprehensive data can inform these decisions, but the volume and fluidity of branded food products in the U.S. marketplace are key challenges. This database allows for real-time linkage of food intake and nutrient composition to

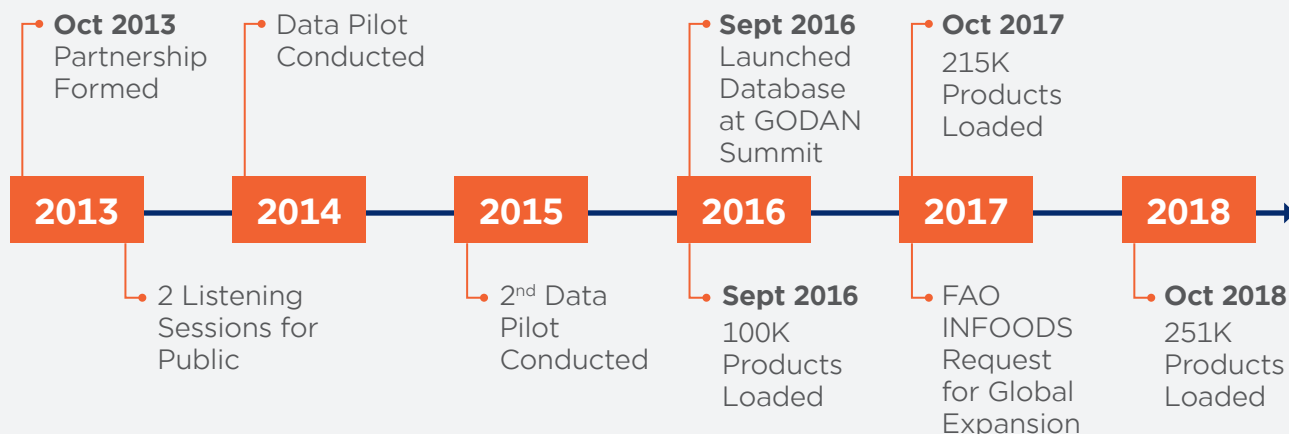
dietary pattern recommendations. Brand owners can control the information that goes into the database, and provide real-time updates through the GS1 Global Data Synchronization Network™ (GDSN®) or by leveraging Label Insight to ensure product accuracy. In addition, food and beverage manufacturers can benefit from using the latest version to develop new product formulations and support overall industry goals to provide information transparency.

The USDA Global Branded Food Products Database includes the following information:

- Product name and generic description
- Serving size and servings per package
- Nutrients shown on the Nutrition Facts Panel or the Expanded Nutrition Facts Panel
- Weights and measures
- Ingredient list and sub-list
- A date stamp associated with current formulation of the branded or store brand food product

| Nutrition Facts | |
|--|----------------------|
| 8 servings per container | |
| Serving size | 2/3 cup (55g) |
| Amount Per Serving | |
| Calories | 230 |
| % Daily Value* | |
| Total Fat 8g | 10% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 160mg | 7% |
| Total Carbohydrate 37g | 13% |
| Dietary Fiber 4g | 14% |
| Total Sugars 12g | |
| Includes 10g Added Sugars | 20% |
| Protein 3g | 6% |
| Vitamin D 2mcg | 10% |
| Calcium 260mg | 20% |
| Iron 8mg | 45% |
| Potassium 240mg | 6% |
| *The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. | |

Partnership Journey



This public-private partnership was critical in bringing together the public and private sectors to realize a solution that could not be achieved by a single organization. Today, government agencies around the world are looking at their transparency efforts, and there is complementary engagement across multiple fronts. Endorsed by the United Nations and the Food and Agriculture Organization (FAO), the USDA Global Branded Food Products Database is currently expanding beyond foods consumed in the U.S.

How to Submit Your Product Information to the USDA Global Branded Food Products Database

Please consider publishing your branded and private label food and beverage products to the USDA via the GDSN or with Label Insight. This program is an important addition to transparency initiatives and programs.

Learn more or view the database at <https://fdc.nal.usda.gov>

Unprecedented Coverage

- Over 260,000 food and beverage products
- Accounts for 85% sales coverage
- 238 food categories
- National and regional brands

Unprecedented Access

- #1 highest API traffic on data.gov
- Over 9 million page views to date
- 1 million government, business, and consumer users
- Extended to support K-12 School Lunch Program