Version 3.0

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 Institute for the Advancement for Food and Nutrition Sciences (IAFNS)[1], GS1 US®, 1WorldSync, Label Insight, and the University of Maryland—formed a collaborative public-private partnership to deliver "A Partnership for Public Health: USDA Global 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, the food industry and consumers. It also provides public access to nutrient composition and ingredient information on branded foods and store-brand foods 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. Dietary guidance software

benefits from this resource. 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.
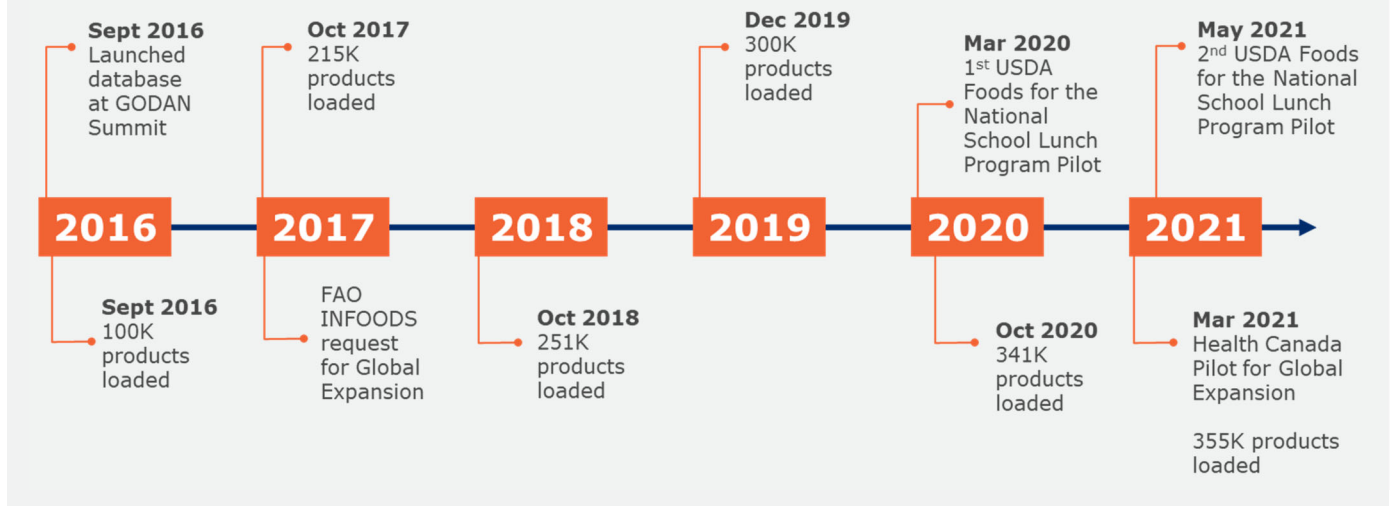
The USDA Global Branded Food Products Database includes the following information:

- Global Trade Item Number (GTIN) which is embedded in a U.P.C or EAN barcode.

- Brand and product description

- Nutrients, including those shown on the Nutrition Facts Panel

- Ingredients

- Serving size and Standardized Weights/Volumes

- Date stamp associated with current formulation

- Market Country

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	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	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

Sept 2016
Launched database at GODAN Summit

Oct 2017
215K products loaded

Dec 2019
300K products loaded

Mar 2020
1st USDA Foods for the National School Lunch Program Pilot

May 2021
2nd USDA Foods for the National School Lunch Program Pilot

2016 **2017** **2018** **2019** **2020** **2021**

Sept 2016
100K products loaded

FAO INFOODS request for Global Expansion

Oct 2018
251K products loaded

Oct 2020
341K products loaded

Mar 2021
Health Canada Pilot for Global Expansion

355K products loaded

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. Collaborations with USDA sister agencies include ERS Consumer Food Data Systems, USDA Foods for the National School Lunch Program, and FNS Child Nutrition Programs.

Today, government agencies around the world are looking at their transparency efforts, and there is complementary engagement across multiple fronts. Endorsed by the Food and Agriculture Organization (FAO) INFOODS, 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 GS1 GDSN or Label Insight. This program is an important addition to transparency initiatives and programs.

Unprecedented Access to FoodData Central

- #1 highest API traffic on data.gov
- Over 18.3 million page views
- 1.5 million government, business, and consumer users
- Extended to support K-12 National School Lunch Program

Unprecedented Coverage

- Over 355,000 food and beverage products
- Accounts for 85% sales coverage
- 238 food categories
- National and regional brands

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