Transforming the Consumer Right to Know

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Technology Opportunities

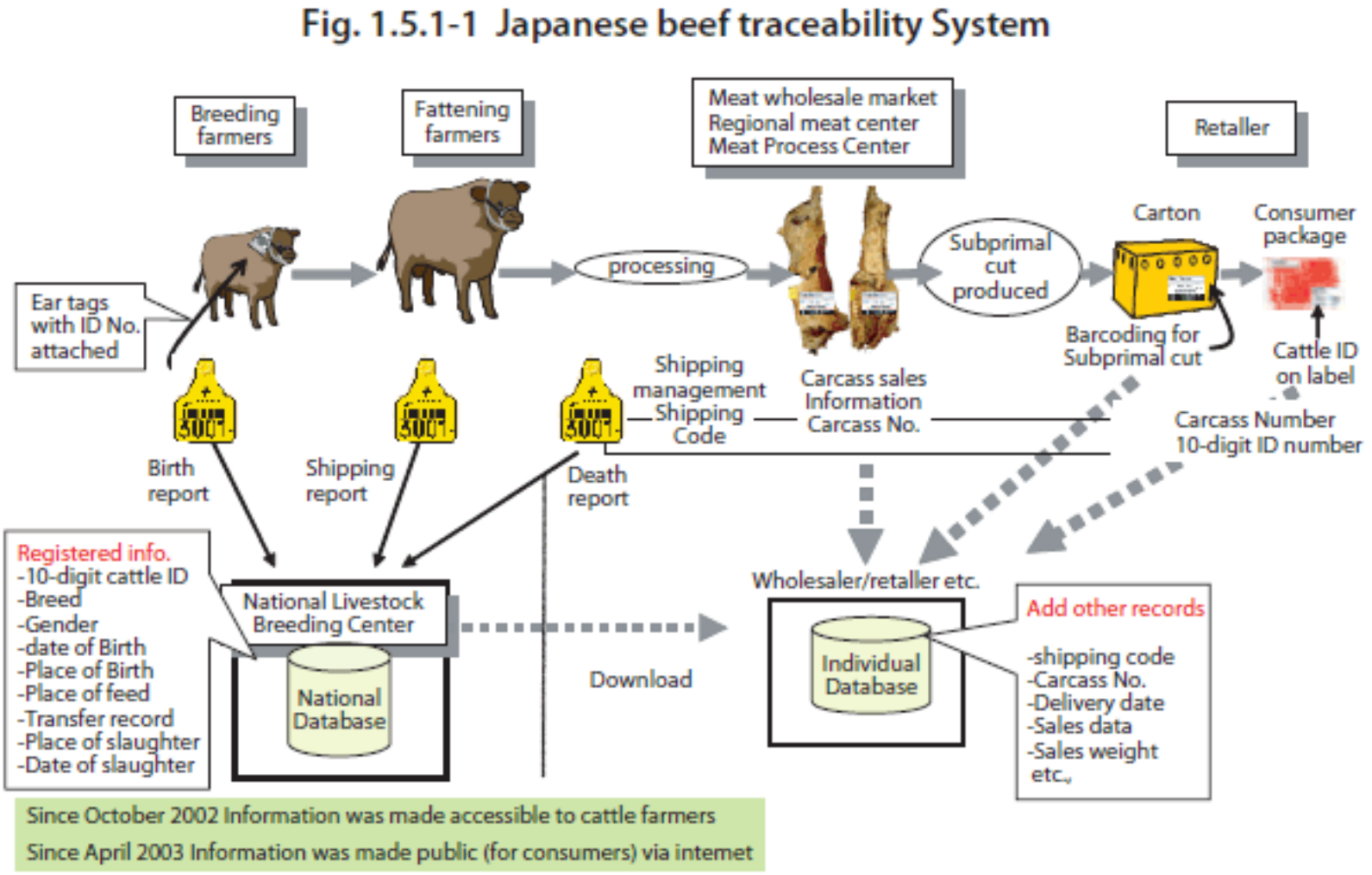
- Print on Label
- Bar Codes
- Quick Response (QR) Codes
- Radio Frequency ID (RFID) and Near Field Communications (NFC)

Printed on Label

UPC Bar Codes

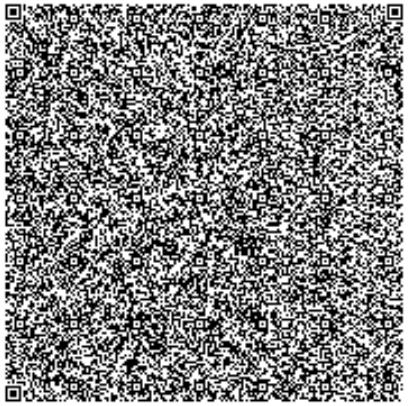
- Scan or data entry to access information
- Requires connectivity
- Requires smartphone / in store device
- Needs database to work
- Not formulation specific

Japanese Animal ID



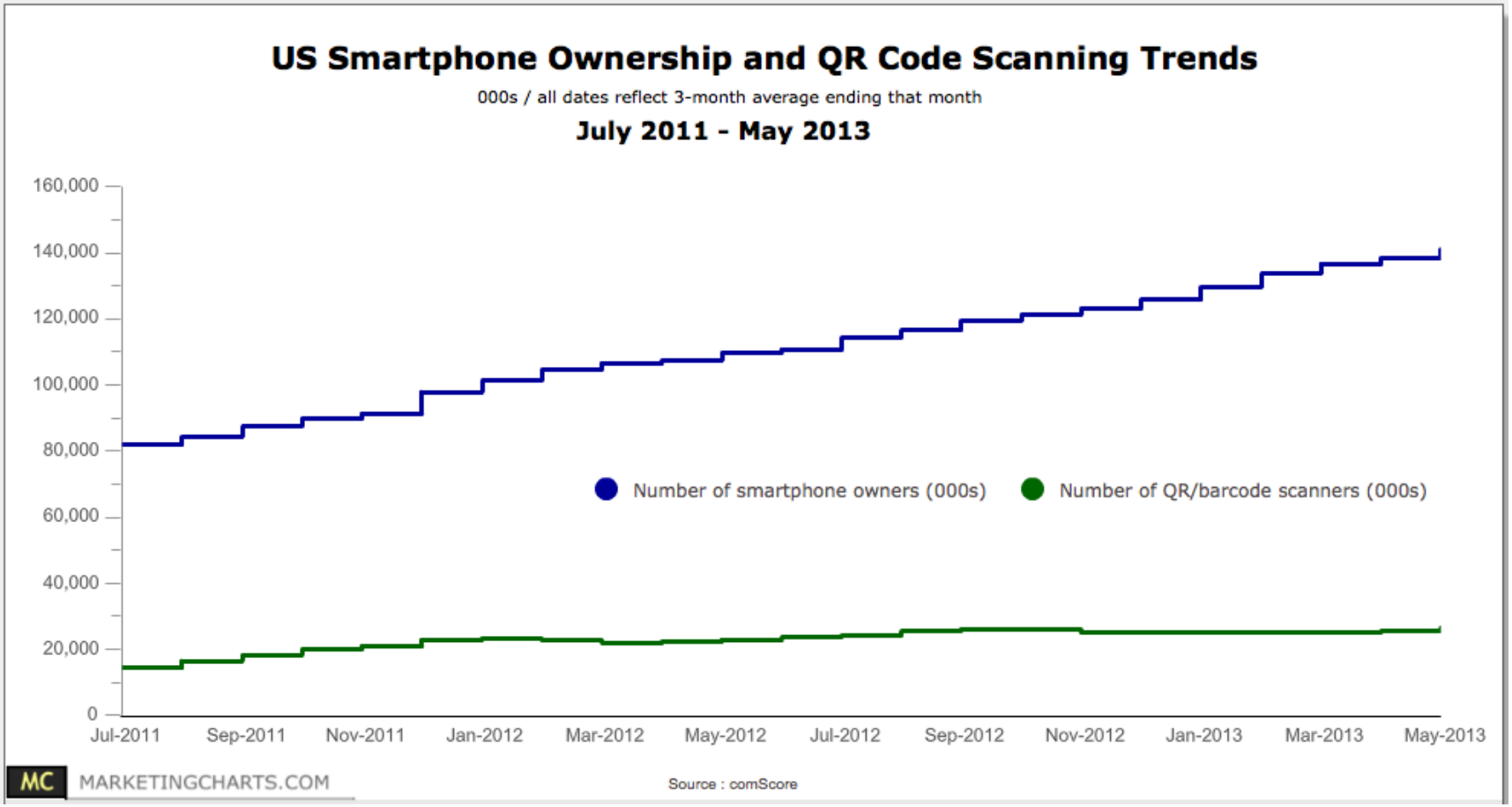
http://www.gs1jp.org/2012/barcodes_identification/1_5.html

QR Codes



- Range of data densities
- Smartphone + QR Code Reader App
- Can produces text or URL
- Limited user-friendliness
- No alternative access options
- Needs standards for structure & storage
- US adoption on decline

QR Codes



- 19% have ever used QR Codes (1/2013)
- Adoption flat lined as smartphones expand

QR Codes

RFID / NFC

	Active RFID	Passive RFID
Tag Power Source	Internal to tag	Energy transferred from the reader via RF
Tag Battery	Yes	No
Availability of Tag Power	Continuous	Only within field of reader
Required Signal Strength from Reader to Tag	Very Low	Very High (must power the tag)
Available Signal Strength from Tag to Reader	High	Very Low

	Active RFID	Passive RFID
Communication Range	Long range (100m or more)	Short or very short range (3m or less)
Sensor Capability	Ability to continuously monitor and record sensor input; data/time stamp for sensor events	Ability to read and transfer sensor values only when tag is powered by reader; no date/time stamp
Data Storage	Large read/write data storage (128KB) with sophisticated data search and access capabilities available	Small read/write data storage (e.g. 128 bytes)

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Source: Cisco

- Medium data density – ID number
- RFID reader or data entry alternative
- Near Field Communications (NFC) payment methods could spur adoption
- Standards needed for data structure
- Database required for deciphering
- Who defines & manages structures

Labeling System Musts

- Disclosed on label itself
- Formulation specific
- Full transparency & specificity
- Clear & consistent definitions
- Scientifically-based criteria
- Standards for data structure
- Independently auditable
- No barrier to access

EWG Food Database

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EWG's Food Database

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TEDx Manhattan
Changing the Way We Eat

EWG's Food Database Preview
Embargoed Beta Version Only. Scores Not Final.

Source: Amazon

Label captured on Apr 4, 2014

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Home >> Sauces, spices & seasonings >> Oriental, mexican & ethnic sauces >> Mexican style sauces >> Hatch Green Chile Enchilada Sauce

Hatch Green Chile Enchilada Sauce

Overall Scores

EWG scored Hatch Green Chile Enchilada Sauce on three factors: nutrition, hazard concerns, and the degree of processing. Lower scores accompany healthier, safer foods. Read the full scoring methodology.

Nutrition Rating	Hazard Concern

EWG Food Database

Nutrition Rating

The nutrition rating is based on the nutrition facts panel printed on Hatch Green Chile Enchilada Sauce. The dials for hazard concerns and degree of processing must be included to get a full picture of the food.

details

Hazard Concern

details

Degree of Processing

details

Read our full methodology

EWG Food Database

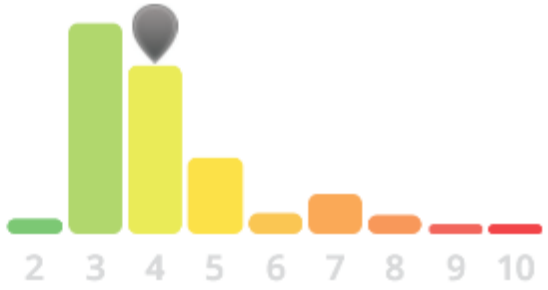
EWG's Score Highlights

- Contains 1 synthetic, artificial, or industrial ingredient: calcium chloride
- Contains natural flavors
- Contains a high number of ingredients (17)

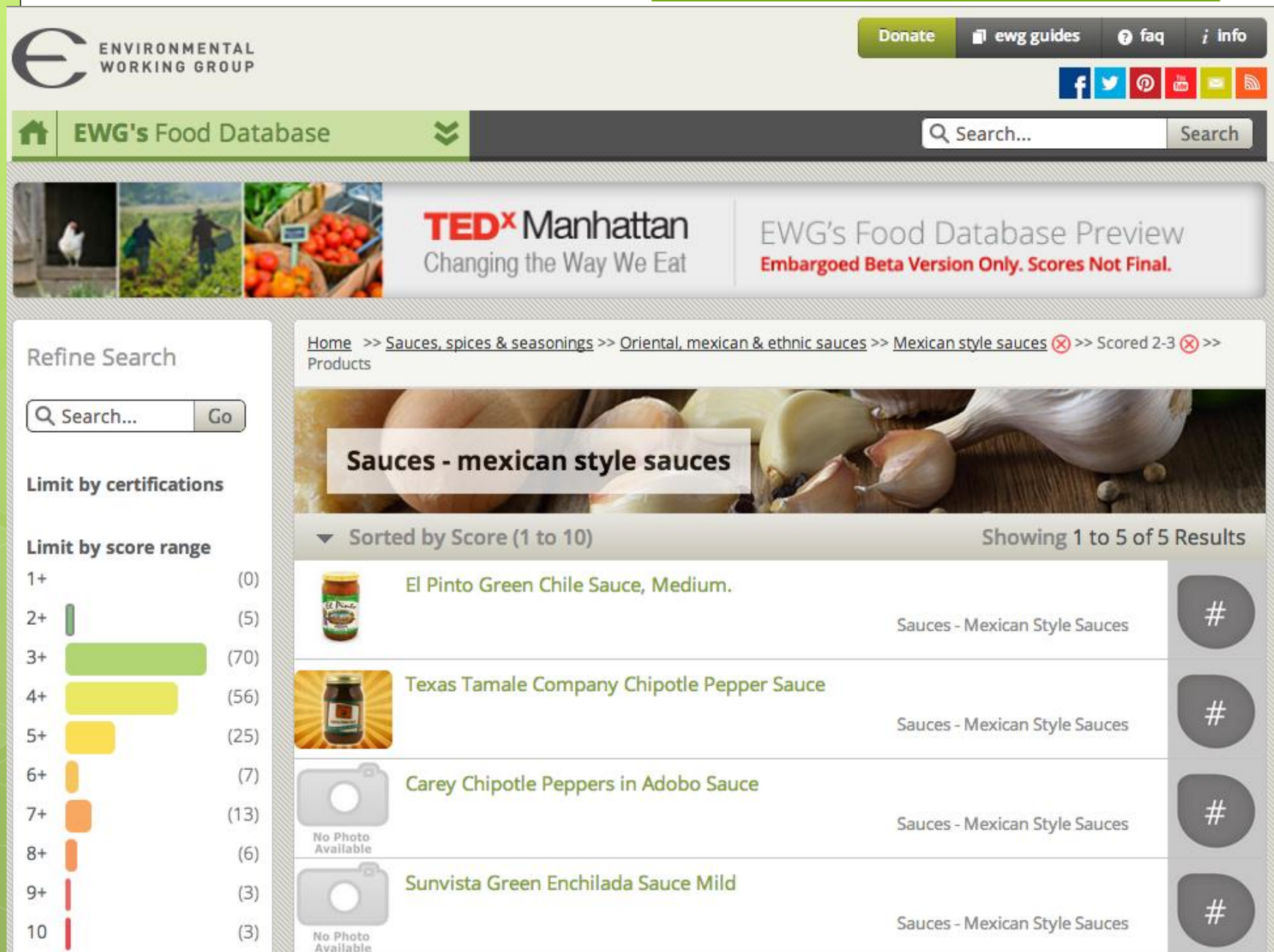
How It Compares

Other Sauces - Mexican Style Sauces

The bars below represent the score distribution for similar products. The pin represents where Hatch Green Chile Enchilada Sauce lies in the distribution.



EWG Food Database



Thank you!

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