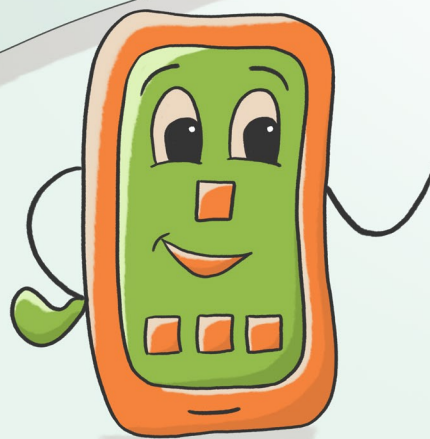


Choices,
more choices

...even more
choices



FOOD & DATA

How are food and data
connected, and what does this
mean for your weekly shopping?

Have you ever thought about how FOOD & DATA are linked?

FOOD

DATA

This could be data about the food itself...

...or about your food choices and buying decisions.

Data about you is created when you use apps or points cards. But who has access to this data? And what can they do with it?"

Do app developers even know what might happen to the data you enter?

HEALTH STATUS **Insurance Risk** **MARKETING**
Religion
Fake News

Or what it might reveal about you?

Are 'free' apps really free?

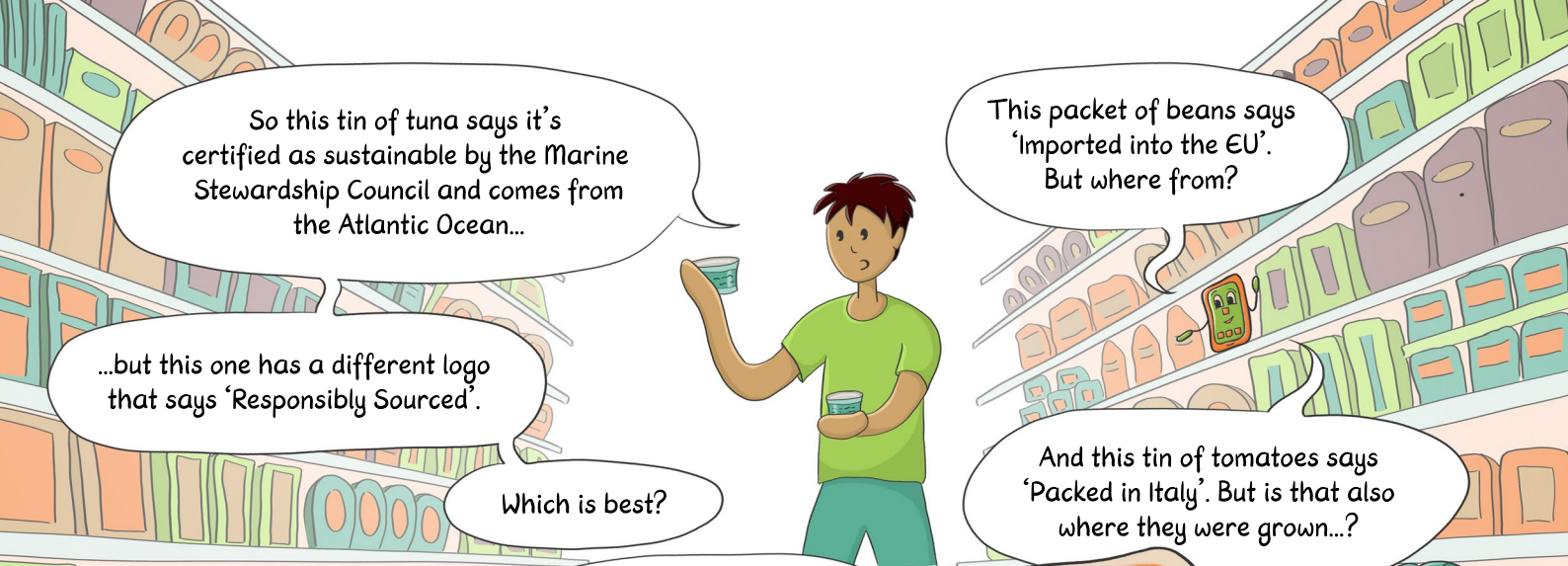
Your data can be valuable on the open market.

But does any of that stop you using the apps?

No...

Exactly! That's the Trust Paradox. Apps are useful so you trust them despite the risks

It's a tricky problem! But there are things we can do about it. Come with me and we'll explore...



So this tin of tuna says it's certified as sustainable by the Marine Stewardship Council and comes from the Atlantic Ocean...

This packet of beans says 'Imported into the EU'. But where from?

...but this one has a different logo that says 'Responsibly Sourced'.

Which is best?

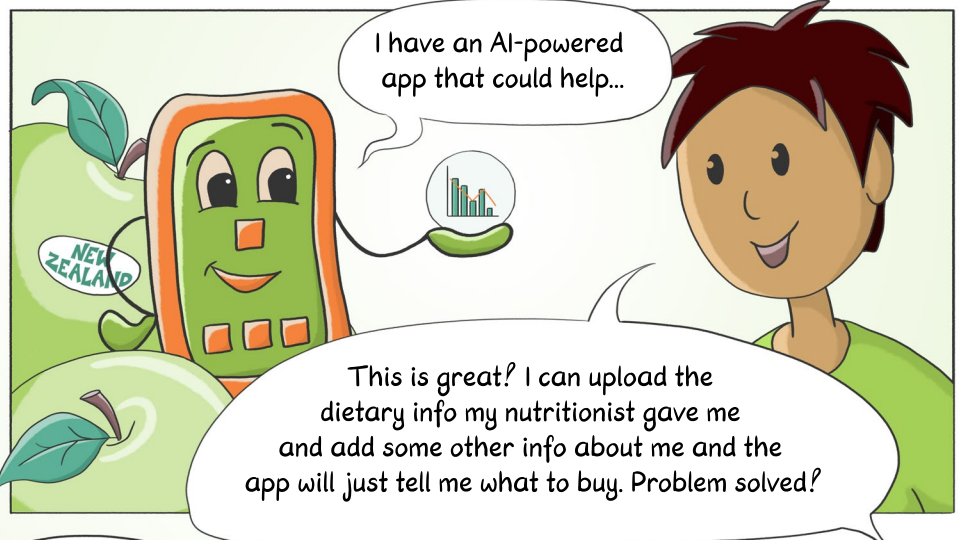
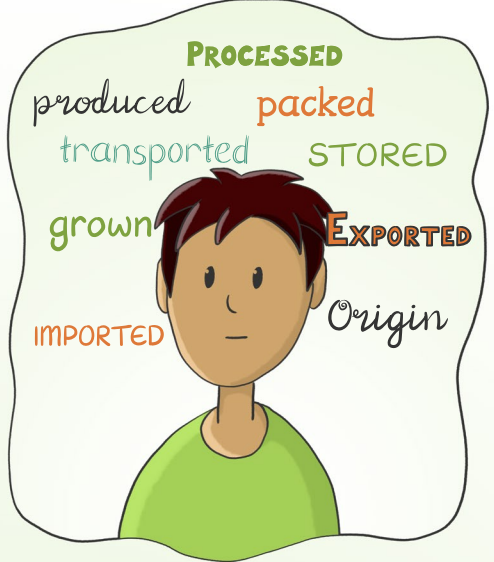
And this tin of tomatoes says 'Packed in Italy'. But is that also where they were grown...?



And this packet of pasta is more affordable than the others but just says 'Product of more than one country' on it?

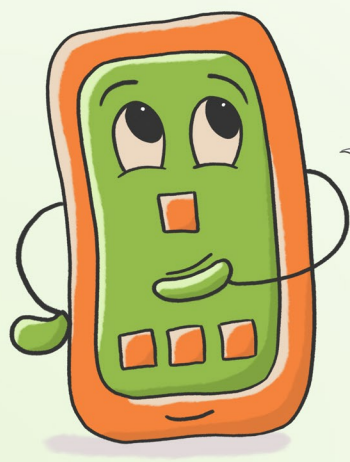


If these apples come from New Zealand, how did they travel - by air or ship?



I have an AI-powered app that could help...

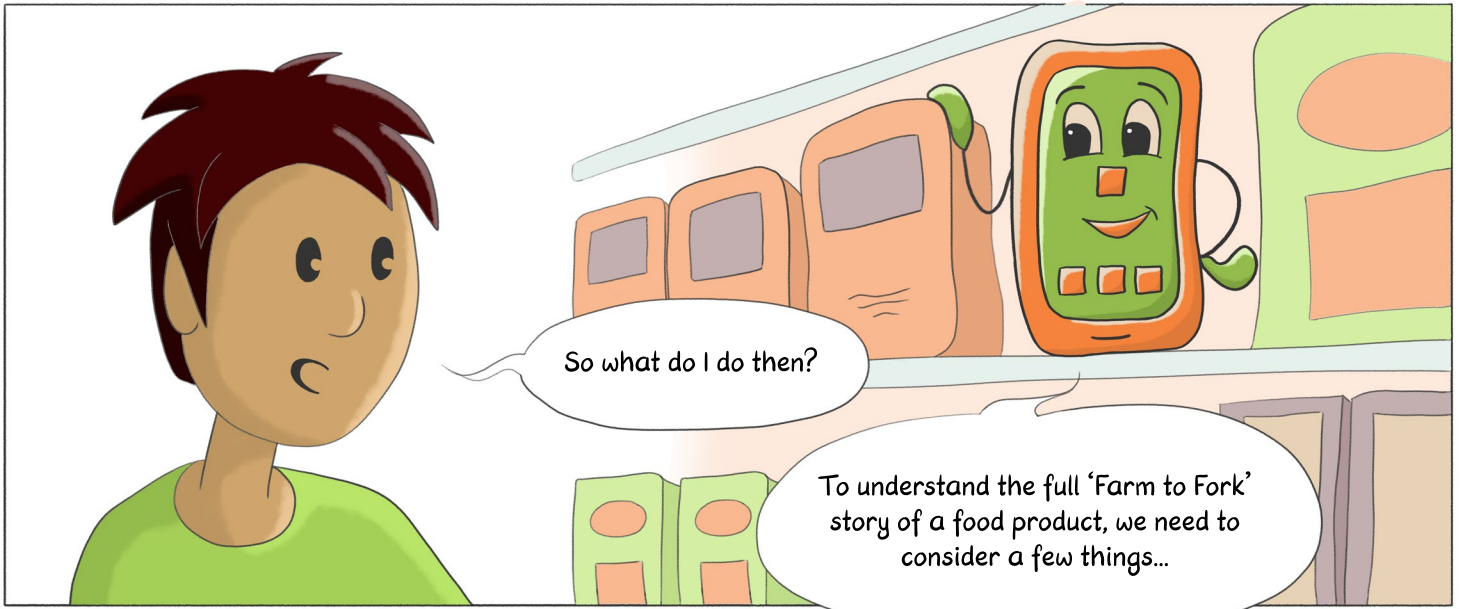
This is great! I can upload the dietary info my nutritionist gave me and add some other info about me and the app will just tell me what to buy. Problem solved?



Hold on! Don't forget that you are uploading a lot of information about yourself. Do you know who will have access to it?

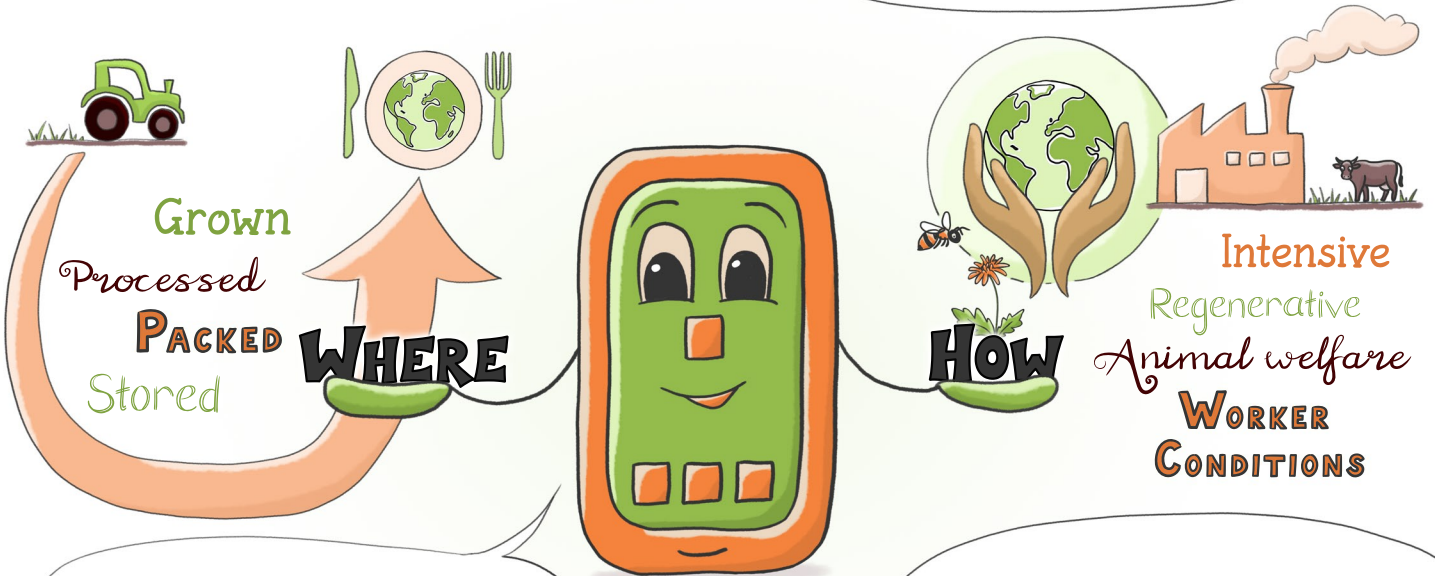
And will the app really be giving you the best options for you, based on your needs and preferences? Or are they sponsored by food companies that pay to have their products promoted?

Oh...



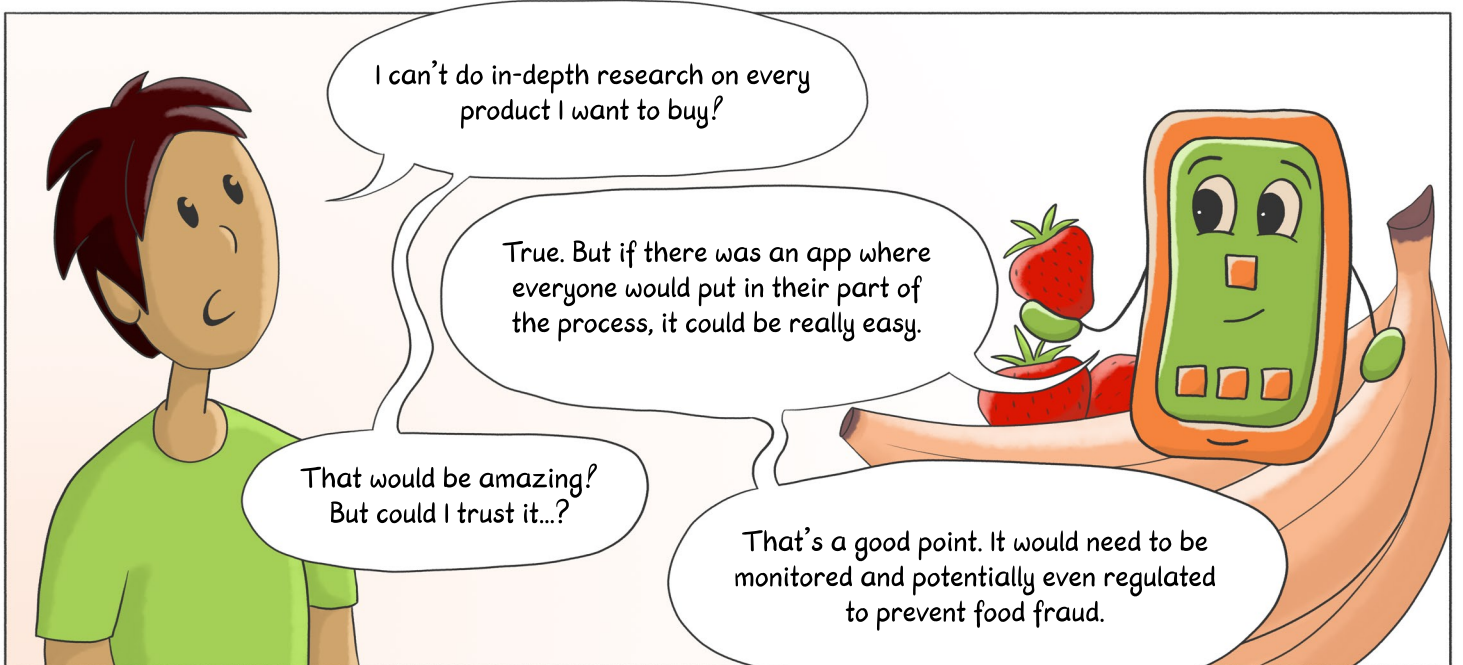
So what do I do then?

To understand the full 'Farm to Fork' story of a food product, we need to consider a few things...



We need to know **WHERE** the food has been at each stage between the farm and your plate...

...and also how it was produced. What farming methods were used, how good was the animal welfare, and were the workers treated fairly?



I can't do in-depth research on every product I want to buy!

True. But if there was an app where everyone would put in their part of the process, it could be really easy.

That would be amazing!
But could I trust it...?

That's a good point. It would need to be monitored and potentially even regulated to prevent food fraud.

TARGETED NUTRITION

This nutritional table only gives value per 100g. But I've no idea how much a portion size is.

Would you like to use my calculator?

No, I don't have time.

Put that back, sweetie.

And the reference intake is for a 'typical adult'. But I can't possibly need the same as that guy over there. And what about the kids?

And this ingredient list is really tiny.

I don't know what half of these ingredients even are.

Stabilisers, emulsifiers, thickeners, preservatives, flavour enhancers, colours, E-numbers

We call this 'ultra-processed' food. These foods have additives to enhance their taste, colour, texture and shelf-life. Some can be high in added salt, sugar or fat...

...so they may not be a healthy option for everyone.

How can I tell if a food product is suitable for me?

One important consideration is whether you have any allergies, intolerances or diseases.

It would be really handy to have an app to scan an item and get a quick health and environmental rating to make it quick and easy to choose.

For example, if you are allergic to certain additives, or have coeliac disease, you will need to be extra careful when buying these foods.

But I'm also not sure if I should take some other factors into consideration when choosing the rights foods for me...

STABILISER ?
emulsifier E-number ?
? **PRESERVATIVE**

The diet that best suits your body depends on many things...

age gender
 WEIGHT lifestyle HEALTH CONDITIONS
 size ethnicity PREGNANCY
 ACTIVITY LEVEL breast feeding

For a healthy body and mind it is important to eat a wide range of nutritious foods.

That is whole foods like vegetables, rather than foods high in fat, salt and sugar, like candy or chips.

A handy rule is to 'eat the rainbow' in colourful whole foods every day.

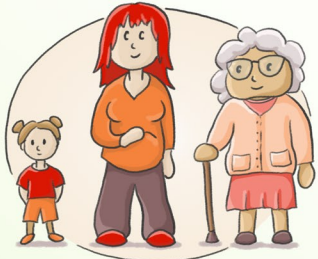
Your dietary preferences are also influenced by other things that may restrict the range of foods you choose to eat.

Animal welfare
 religion & beliefs
 Environment
 Emotions
 BODY GOALS
 FAIR TRADE

And of course we all have favourite flavours and textures that we are more likely to buy!

Giving all of the information that influences your dietary choices to an app can tell a lot about you, much of which is sensitive personal information. So you need to be sure any apps you use are trustworthy.

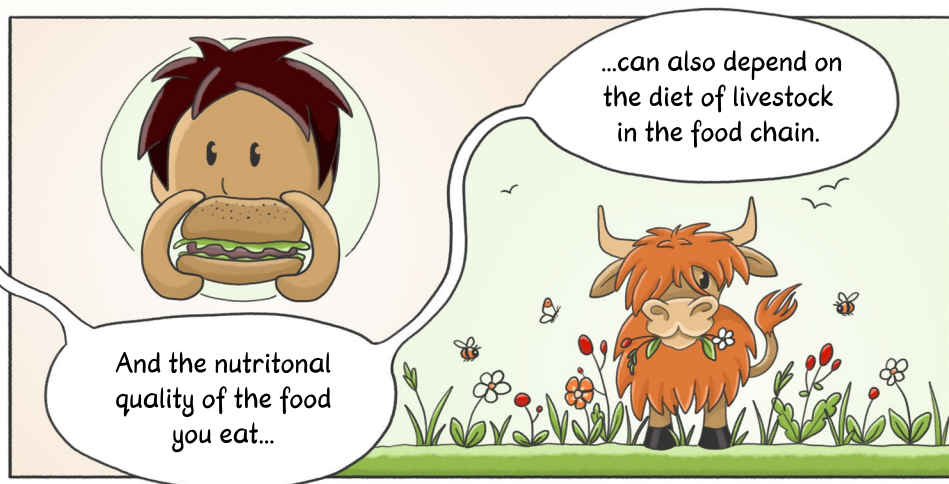
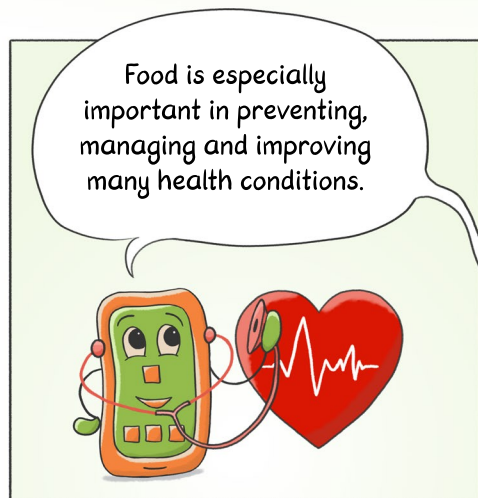
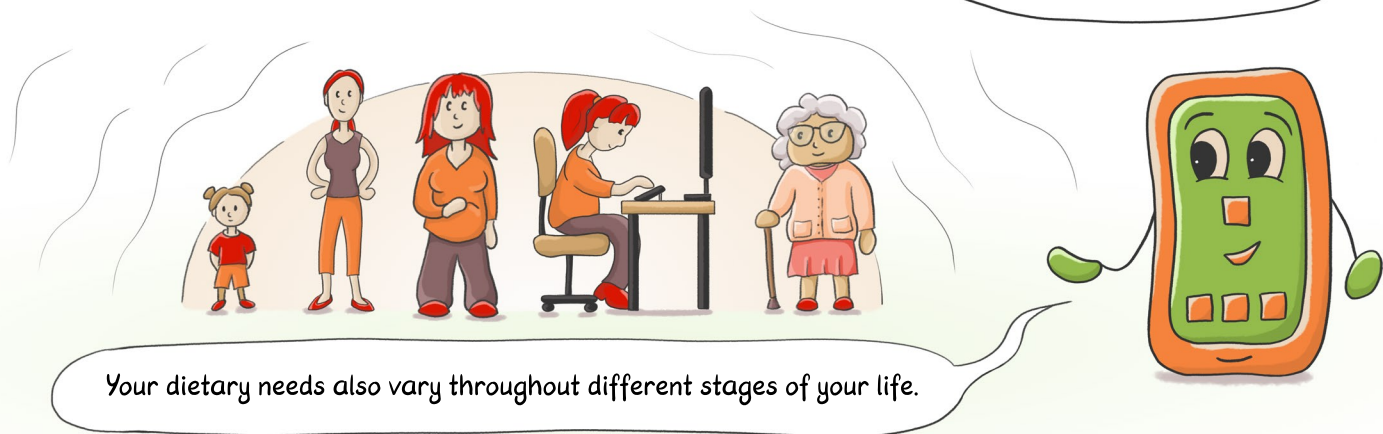
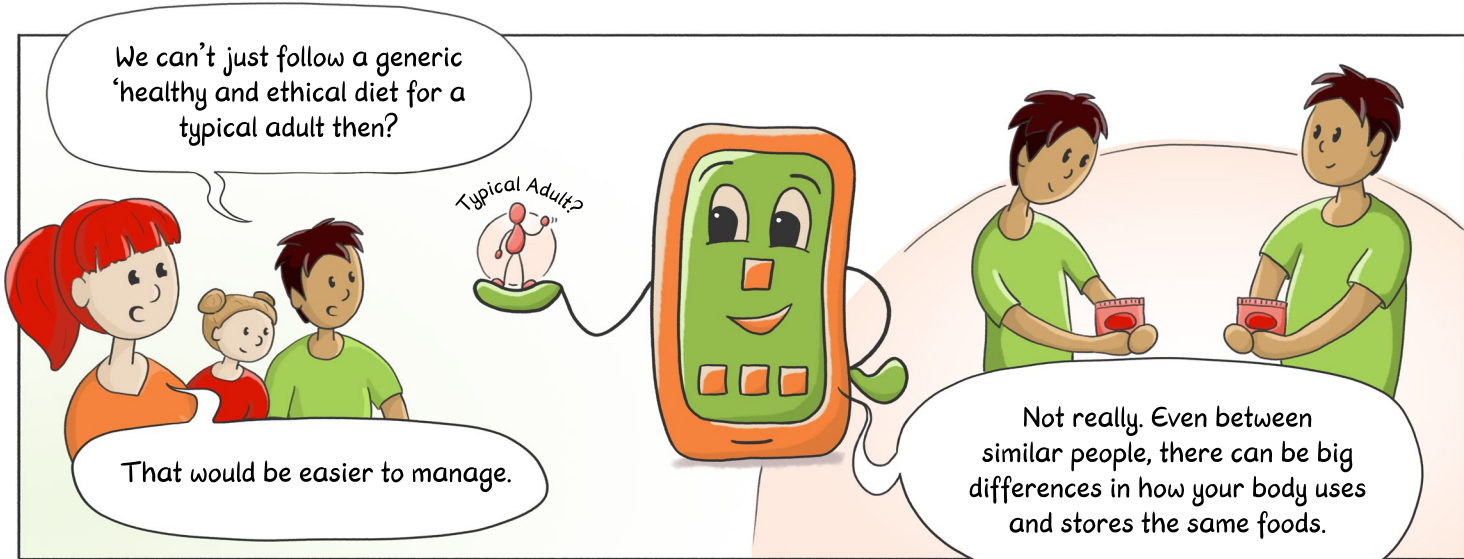
Your diet has a strong influence on your long-term health.



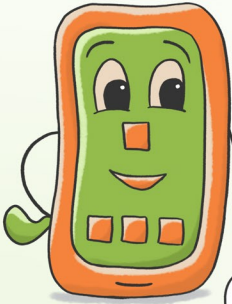
Any dietary recommendations need to be evidence-based, not sponsored for financial gain. They should also be affordable and varied, whilst meeting your needs and preferences.

SOLUTION

Open access software and data backed up with strong regulation.



THE DRG4FOOD SOLUTION



People are more likely to use technology that they trust, so making an app trustworthy is the best option for app developers.

But how can developers be sure our apps will effectively protect your privacy whilst also giving you the best recommendations?

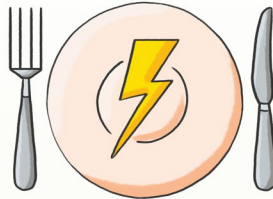


This is where the DRG4FOOD project comes in!



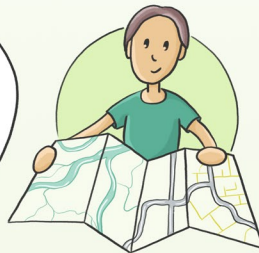
The goals of the project are to create responsible, sustainable and trustworthy food data...

...and to give you as much power over your diet as the food industry has.



Our secret ingredients for achieving this are the seven Digital Responsibility Goals (DRGs).

We're making a roadmap to make it easy for app developers to ask the right questions to ensure their apps are ethical.



And we are providing a toolbox for them to pick from to build their solutions.

Find out more about the project

DRGs



1 Digital Literacy

2



Cybersecurity

3



Privacy

4



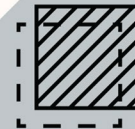
Data Fairness

5



Trustworthy Algorithms

6



Transparency

7



Human Agency & Identity



@SciFoodHealth



Funded by the European Union