

USDA Branded Food Products Database

Documentation

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Agricultural Research Service
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The USDA Branded Food Products Database was created by a Public-Private Partnership and staff members of the Nutrient Data Laboratory, Beltsville Human Nutrition Research Center, Agricultural Research Service, US Department of Agriculture.

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Mention of trade names, commercial products, or companies in this publication is solely for the purpose of providing specific information and does not imply recommendation or endorsement by the US Department of Agriculture over others not mentioned. These serving-based data are presented as received from the manufacturers; the manufacturers are, therefore, responsible for these data.

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The USDA Branded Food Products Database is the result of a Public-Private Partnership, whose goal is to enhance public health and the sharing of open data by complementing the USDA National Nutrient Database for Standard Reference (SR) with nutrient composition of branded foods and private label data provided by the food industry. The submission of data to the USDA Branded Food Products Database is voluntary; however, if a manufacturer or retailer participates, a set of mandatory attributes agreed upon by the Partners must be submitted. These data are publicly available and updated continuously. Users include, but are not limited to, federal agencies, the research community, international databases, proprietary databases and end users, the food industry, the media, and consumers interested in the foods they eat. In addition, these data can be used to support the development of consumer facing applications (i.e., “Apps”). Members of the Public-Private Partnership include:

- Agricultural Research Service (ARS), USDA
(www.ars.usda.gov)
- International Life Sciences Institute (ILSI) North America (NA)
(www.ilsina.org)
- GS1 US
(www.gs1us.org/)
- 1WorldSync
(www.1worldsync.com)
- Label Insight
(www.labelinsight.com)

Data from Label Insight and ILSI NA partner companies through GS1 US and 1Worldsync have been received and reformatted through a cooperative agreement with the University of Maryland’s Joint Institute for Food Safety and Applied Nutrition; Quality control checks take place at Label Insight and at 1WorldSync and a final quality control check is performed by the USDA’s Nutrient Data Laboratory. Manufacturers and retailers are alerted if there are questions with the data and have an opportunity to resolve the issues. The USDA Branded Food Products Database is hosted by USDA’s National Agricultural Library, who also enhanced the search program to improve the user interface. The USDA Branded Food Products Database is accessed through the same search program as the USDA National Nutrient Database for SR, but is clearly identified as a distinctive but connected Database. This search program allows immediate access to these data and the format is standardized to that of SR.

USDA Branded Food Products Database Data Availability:

- Uses the existing search program (<http://ndb.nal.usda.gov/>) that allows a user to easily find information on the nutrient content of the foods by searching on product description/name, brand, or manufacturer.
- An “Advanced Search” feature enables users to exclude certain search terms; search the Database for specific ingredients across all food products; and more precisely identify the food products they are seeking.

- A “Previous Searches” feature enables users to recall earlier searches within a session.
- Data will be identified as part of the USDA Branded Food Products Database
- A date stamp associated with the most current formulation of the product (effective date of introduction/reformulation) is part of the Database. All data will be archived; historical data on food products will allow for tracking dietary trends.

Nutrient data from the Nutrition Facts Panel on each food package, as received from the manufacturer or retailer, have been included on a serving size basis (RACC) and also converted to either a 100-gram (g) basis or a 100-milliliter (ml) basis depending on which was received from the manufacturer. If the manufacturer or retailer directly supplied data on either a 100-gram or 100-milliliter basis, no conversion took place. This is to align with SR, which also lists both. However, label rounding, as permitted in Nutrition Labeling Education Act (NLEA) regulations, especially from food products with small serving sizes, may introduce additional variability in the 100 g or 100 ml values. Therefore, while these data can be a useful tool for researchers and consumers, values may be different from those obtained through analytical measurements.

The USDA Branded Food Products Database includes the list of ingredients for each product, a new feature as compared to SR.