



Food Label Information Program (FLIP)



FLIP Data Collector App

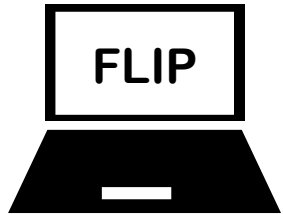
Food & Beverage Label Data Collection in Store

- Systematic label and photo scan through the mobile app collector

Photo Verification

- Photo clarity & completeness

Uploaded to FLIP Database



Data Entry & Matching

Basic Data Entry

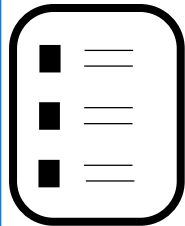
- Product Description
- Nutrition Facts table
- Ingredients & Barcode

2013-2017 Product Matching

- Linking same products by barcode

Basic Data Entry Verification

- Atwater validation, Outliers



Data Processing

Table of Reference Amounts (TRA) Categorization

- 22 categories and 164 subcategories

“As Consumed” value calculations

Variety packs

g/mL conversions

Quality Assurance

Research data

Free Sugars Calculations

Price

Level of processing (NOVA, POTI)

Nutrient Profiling Calculations

Specific Ingredients identification

On-pack Nutrition Marketing Identification

- Nutrition claims
- Front-of-pack symbols
- Child-appealing marketing

FLIP supported apps