Questions and Responses from GUIRR Webinar

*1. What precisely are you using as a definition of a "branded food product?"*

The definition includes national branded food products and private label food products (retailer brands, i.e., America’s Choice, Great Value, Safeway Select)

*2. How many companies have committed to provide information? Will information also be sought for private label products? Has this group talked to the GAIN/ Gates supported Access to Nutrition Index effort that is operating at the international level?*

The PPP has actively engaged manufacturers in the planning of this initiative. At this time we do not have a number because we are still determining what the criteria will be. Through these listening sessions as well as the design of the IT infrastructure, we will better determine participation. The answer to this question will have to await evolution of the PPP project.

*3. How many Branded Food items are envisioned in the first release of the Database?*

Thousands. We want to be as inclusive as possible to reflect the food supply.

*4. How frequently will this database be updated?*

At a minimum, once a year.

5. Who is going to fund the project?

The ATIP Foundation will be responsible for executing an outreach strategy to seek donations to support the development and maintenance of the database. The strategy will be developed by the Foundation with input from the PPP Steering Committee.

*6. Is there a timeline when “Branded Food Products Database" will be available?*

Although the PPP anticipates having a pilot phase during the latter part of 2014, this will be largely affected by the IT infrastructure needs determined by an advisory group scheduled to convene in fall 2013.

*7. How do you plan to assure the quality of the data, in terms of standardized tests, etc?*

The Data Quality Subcommittee will establish the data quality system. This process will be transparent so users of the data will have full knowledge.

*8. How will industry-submitted data be validated?*

The PPP has established a Data Quality Subcommittee which will oversee the quality of the data before submission to the USDA National Nutrient Database.

*9. Is all of the data based on analytical (versus calculated data)?*

The data will largely be calculated data used for the Nutrition Facts Panel with some analytical data.

*10. How would you collect nutritional information on products for the database- from manufacturers or third party sources?*

We will collect the nutritional information directly from the manufacturers and the retailers for private labels.

*11. Are there people who have concerns that the data are coming directly from the food industry?*

Concerns about the integrity of the data, as well as COI concerns and the like, should be alleviated by the knowledge that USDA is the repository of the information and its processes control data integrity.

*12. How will the governance of the database be managed?*

The database housed by the ATIP Foundation serves as an intermediary portal to USDA’s National Nutrient Database. The ATIP Foundation database is a product of the PPP, and as such, its governance will be managed by the Steering Committee and associated subcommittees.

*13. For industry scientists and product developers, ingredient information would be important. Would you consider including branded ingredient information in the database in the future?*

No, at this time including branded ingredient information is not under discussion.

*14. How were individuals being invited to the Ohio listening session?*

We attempted to reach as many stakeholders who have an interest in the USDA National Nutrient Database.